

COLOR BOOK

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COMPLEMENTARY COLORS



Red & Green

This **Starbucks** advertisement successfully uses complementary colors using *red and green* as the main color palette. These are considered complementary colors because they are opposite of each other on the color wheel. This seasonal Christmas ad executes on design elements like contrast, focal point, and balance by placing the cups at different levels. It is visually appealing and gives viewers a small caption with the kind of drink. The red color makes the drink stand out and immediately grabs your attention.



Orange & Blue

This **Tide** ad is also a good example of using the complementary colors, *orange and blue*. They are opposite of each other on the color wheel which provides high contrast. This ad uses a large headline and small caption emphasizing how useful the cold wash setting is. The choice of blue evokes emotion and symbolizes the background as cold water. The wave also hints at viewers that this product is a liquid detergent. The orange accent color is used strategically because it is placed in the center with the Tide logo in a visible location.

CONTRASTING COLORS

Pink & Blue

This **Sonic** advertisement is a visual representation that effectively uses high contrasting colors, pink and blue. Contrast is created by designing something striking different and this can be achieved by pairing a light color with a dark color or using opposites. This ad uses juxtaposition by placing drinks side by side to highlight their differences creating contrast. By selecting a light blue background, it makes the Unicorn Slush drink pop out at viewers. The first thing viewers will see is the drink and the headline "Unicorn Dreams" because of the bright pink color. Pink is associated with love, youthfulness, optimism, and fun. On the right side, this ad used a darker shade of blue on the light blue background which creates stark contrast. On top of this, there is also a red drink that stands out advertising another flavor with bubbles. Sonic successfully created visual emphasis and contrast with the color choice, large font, and texture of the bubbles and whipped cream.



WARM COLORS

Red & Yellow

This advertisement created by **McDonald's** utilizes a warm color palette by using red and yellow to follow the brand. Warm colors consist of red, orange, and yellow, as well as any tint or shade of those hues. Something I learned was that warm colors appear to come forward, while cool colors tend to recede. In this ad, McDonald's is celebrating 60 years and uses yellow party horns that look like french fries. It is a very simple, yet effective ad because of the negative space and striking red color. This warm toned ad gives energy, excitement, and passion. Although there is no headline, the logo is evident and centered.



Orange

Bath & Body Works created a seasonal ad promoting their fall scents and products. This image uses warm colors and nature to hint at the autumn weather. There is balance and movement throughout due to the layered products. It draws your eye up and down the image and has continual flow. This ad features all of their products, as well as multiple fall scents. There is visible texture from the pumpkins, trees, and wood. Orange creates feelings of enthusiasm, warmth, and comfort.



COOL COLORS

Green & Purple

Alani is known for their aesthetically pleasing branding and advertising. It makes you want to buy the drink just because of the design. This specific flavor, Cosmic Stardust uses a purple and green palette. Green, blue, and purples are also considered cool colors, as well as different values of those. Since the name of this flavor gives outer space vibes, they use shapes and forms that mimic planets and cosmic dust. Not only are they advertising the energy drink, but also the pre-workout product. The background is a value of green and brings a sense of calmness, a fresh start, peace, and reduction of stress. The purple planet is cut in half and is meant to be the display of the products. The shading of the planets and dust allows viewers to distinguish the background and give the elements a floating appearance. There is contrast, asymmetrical balance, and proximity. The name of the brand is clear and stands out against the purple.



MONOCHROMATIC COLORS

Pink Berry & Orange Grapefruit

Laneige has created similar ads depicted in different monochromatic colors to represent the specific flavor. These are promoting the same lip product, but one is berry flavored while the other is grapefruit. To enhance this, they chose to use a monochromatic color and then used different tints and shades of the hue that corresponds with the flavor. The use of value in each of these has created contrast and a focal point. Using shapes and textures like the fruit and flowers boosts the color selection and evokes emotion. The choice of illustration and bubbles around the product gives a clean, fresh, and pure feeling. Since there is no shading or line, the products appear to be floating which also adds to the light and elegant mood. There is unity because all parts of the design are working together, nothing is fighting. The illustrations are an appropriate size where you are able to tell what they are, but they also don't distract from the main product. Berry pink is a deeper, more mature shade of pink that represents warmth, youthfulness, and love. Grapefruit orange symbolizes harmony, joy, and vibrant energy.



NATURE

Beach & Mountains

Taco Bell designed an advertisement promoting the Mountain Dew Baja Blast beverage. Since this drink is a beautiful aqua green color, it was appropriate to promote this by utilizing nature. The tropical background is bright from the sun shining on the left side and looks like a fun vacation spot. The beach water is blue and the mountains have a lush, healthy look. The shoreline on the sand is where the main focal point is which are the drinks and logos. Since it is typically hot at the beach, the ice on the bottom portion gives the vibes of enjoying a cool, fresh beverage on a hot summer day. There is a focal point and scale with the surfboards, height of the mountains, and depth of the sea. There is visual flow as your eye wants to continue to move side to side. The overall design offers a lot to look at, however the main point of the ad does not get lost. The use of nature evokes positive emotions, improves perception of the brand, and helps with recall and recognition.

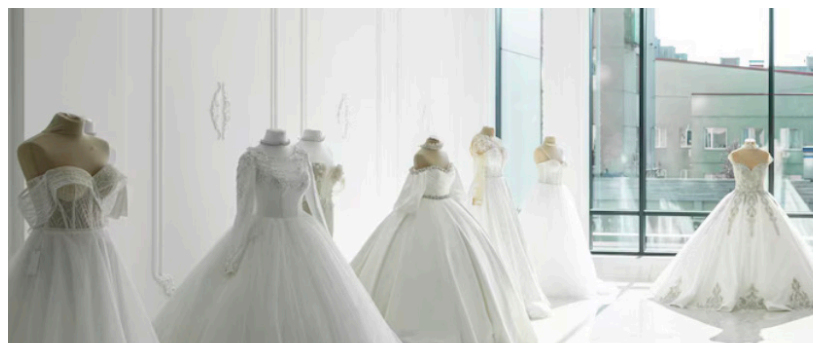


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CULTURE

American Wedding & Bridal

This magazine cover designed by **Brides** is a perfect example of American wedding culture and bridal expectations. The traditional look for a bride is a long, white formal gown. Brides customize their dresses and can make it as simple or extravagant as they would like. This magazine showcases an American woman in a beautiful white gown with a giant bow on the back. The color choice of the background was strategic because white is the focal color, and a hue could easily distract from the main feature. The outer edges are a darker gray and gets lighter as it gets closer to the dress. The copy around women also hints at an American cultured wedding. When selecting colors, you have to consider the audience you are communicating with and the culture that exists. For instance, this magazine would never be published in a country like China because they have different meanings and traditions. Colors symbolize different things in parts of the world and the meaning can change from decade to decade.



HISTORY



This **Coca-Cola** campaign was published in 2015 celebrating the 100th anniversary of the "Contour Bottle". This ad was promoting a pop-up bar in London that would take customers back to 1915 with the iconic glass bottle design. This graphic has movement and flow because of the wave of bottles. The wave starting at the bottom and increasing throughout suggests that this brand has only advanced and made improvements over the decades. Each of the bottles is clearly represented and has a caption underneath with the year it was created. On the right side of the ad serves as the headline and main copy. It is in bright red to follow the brand color palette and also includes the logo. The use of white as the background does not take away from the bottles and adds a floating element. According to the Gestalt Theory, there is continuity in this ad because our eyes are following in the direction of the line. Your eyes start in the earliest year, 1900, and then end on the most recent at the time, 2015.