

05. COLOUR STORIES



SEASON OF
BLOSSOMING

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Strategy . Style . Story . Substance

Crafting a narrative through colour

Your colour palette is more than a design choice – it's a storytelling tool. Just like cinematographers use colour to set the mood of a scene, your brand's palette guides how your audience experiences your story.

This guide will help you build a cohesive, meaningful, and strategic colour narrative by exploring:

- **Emotion** – How colours shape perception
- **Harmony** – How colours work together to create flow
- **Contrast** – How colours add depth and focus

Let's explore your brand's **colour story**.

1. Palettes as a storytelling tool

How do your colours work together to shape your visual story?

Your colour palette is a visual language that creates rhythm and meaning. Just as a film director carefully crafts the colour grading of a movie to guide the viewing experience, your palette can shape how people interpret a brand.

Creating a colour world

Think of your brand as a setting or environment. Whether calm and welcoming, sleek and modern or bold and energetic, your colour choices should feel like they belong in the same world. But why?

- A cohesive palette ensures your brand feels intentional rather than a mix of disconnected colours and elements.
- A consistent use of colour helps your audience associate it with your brand and adds to the visual experience.

*📌 Example: A photography brand might use soft neutrals and deep, rich accents to create a sense of nostalgia and effortless cool, much like the cinematic tone of *Almost Famous*. Its sun-drenched hues and soft film grain evoke a feeling of intimacy – like flipping through a box of old photographs, each frame capturing a fleeting moment in time.*

2. Setting the visual mood

How do you want people to feel when they experience your brand?

Every colour evokes a different feeling and can influence how your audience connects with your message. Here, I introduce **colour psychology**, which explores our instinctive response to colour.

The emotional spectrum of colour:

WARM	COOL
 Clarity + simplicity	 Power + mystery
 Optimism + happiness	 Wisdom + spirituality
 Adventure + creativity	 Loyalty + tranquility
 Energy + passion	 Spirit + compassion
 Warmth + tenderness	 Calmness + serenity
 Comfort + reliability	 Stability + practicality
 Value + prosperity	 Grace + style

How films use colour to enhance emotion

- **Amélie** – rich reds, greens, golds / passionate, spirited, whimsical
- **The Grand Budapest Hotel** – harmonised pastels / dreamy, creative, stylised
- **Her** – warm pinks, orange pops / futuristic, intimate, surreal
- **Moonlight** – soft blues, calm purples / tender, introspective, compassionate
- **La La Land** – bold primary colours / nostalgic, powerful, vibrant

📌 Exercise: Imagine your brand as a film. Would it be an impactful action movie with bold, contrasting colours? A mysterious noir thriller with deep, moody tones? If you're developing a palette, look to cinema for guidance.

What film best captures the energy you want your brand to convey?

3. Anatomy of a palette

What makes some colours feel bold and uplifting while others create a sense of calm and groundedness?

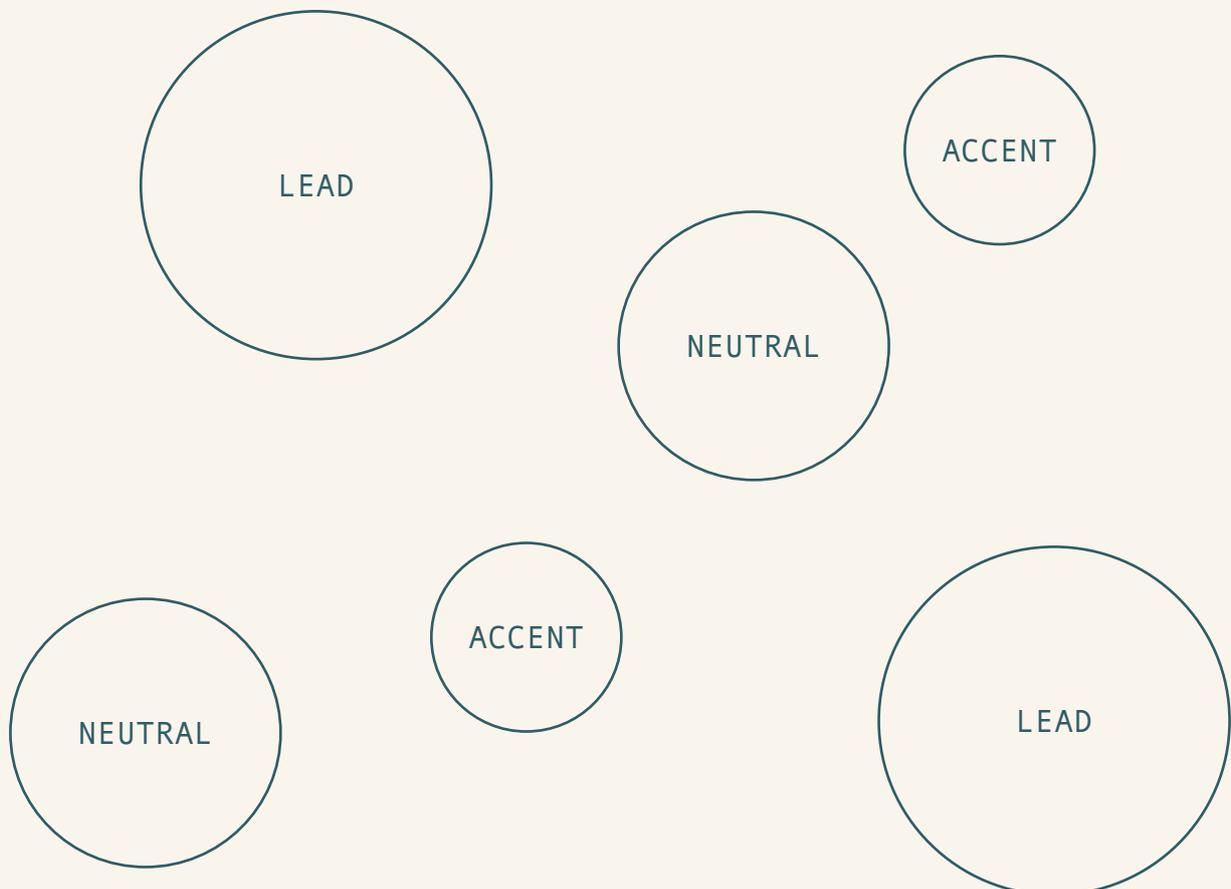
Colour anatomy and temperature – how a palette is formed and its blend of warm and cool tones – influences us. Whether in branding, fashion or interiors, the balance between warm and cool colours shapes how we experience what we see.

- **Warm** > vibrancy / optimism / energy / connection / adventure
- **Cool** > wisdom / steadiness / relaxation / mastery / calmness

A well-balanced colour palette can be entirely warm, entirely cool or a combination of both. Typically, a palette includes:

- **Two Leads** – the foundation of the palette, defining its overall feel
- **Two Neutrals** – soften and balance the bolder tones, ensuring harmony
- **Two Accents** – add contrast, energy or depth to enhance the palette

📌 *Examples: On the following pages, you'll find sample warm, cool and combination palettes, helping you explore the role of temperature in colour stories.*



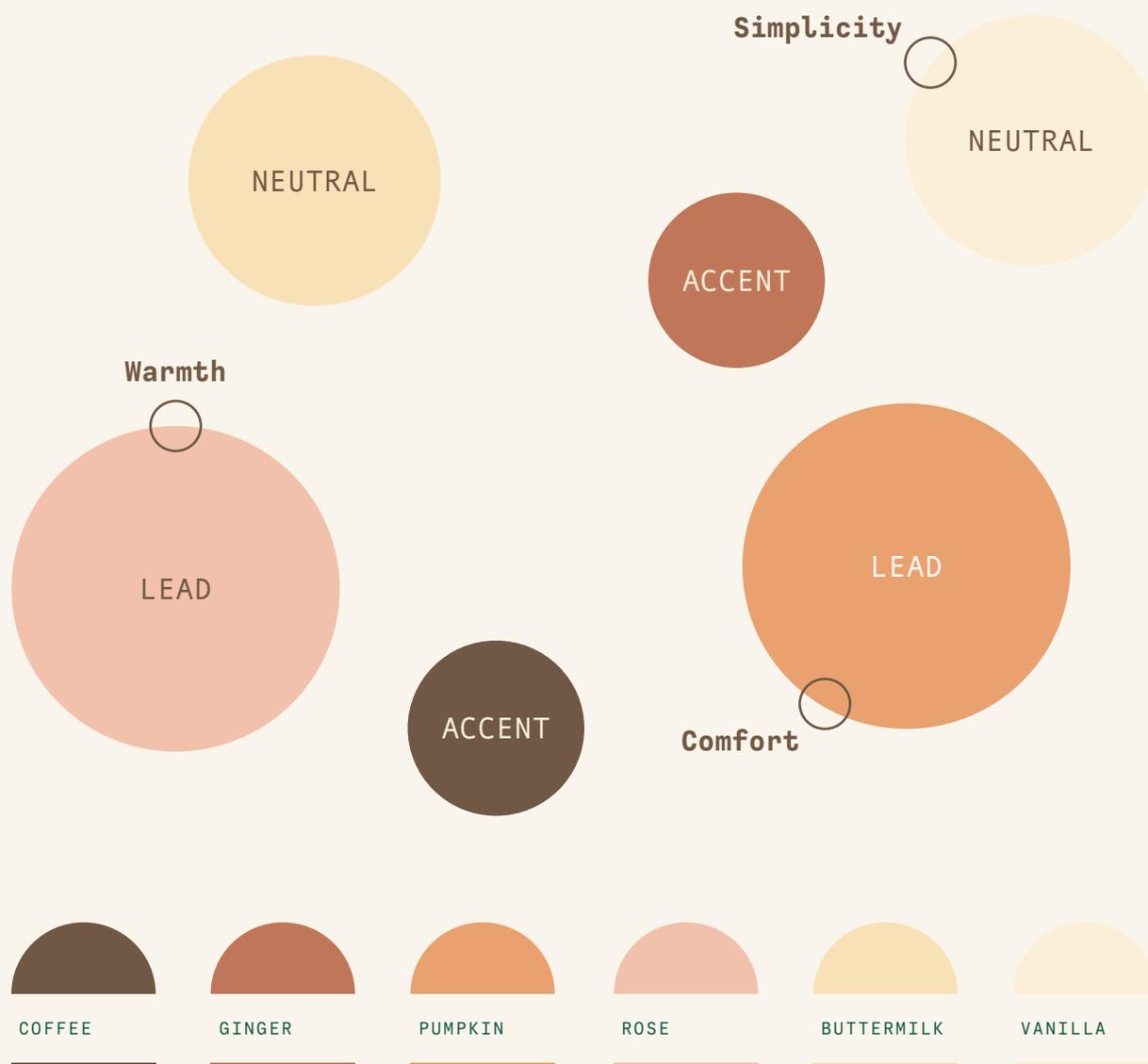
3a. Warm : *Ochre & Flax*

Bringing warmth + wonder to your everyday rituals.

This colour story invites you to sink into golden moments and simple pleasures.

At its heart, the lead colours of Pumpkin and Rose bring a gentle vibrancy, like sunlit spices and faded florals. Pumpkin carries the richness of autumn markets and the glow of firelight, while Rose introduces a soft, dusky warmth – reminiscent of sun-warmed clay and delicate petals pressed between book pages.

The neutrals, Buttermilk and Vanilla, soften the palette, offering a sense of quiet comfort. Meanwhile, the accents of Coffee and Ginger add depth and contrast without overpowering, their warm undertones blending seamlessly with the rest of the palette, creating a harmonious, inviting feel.



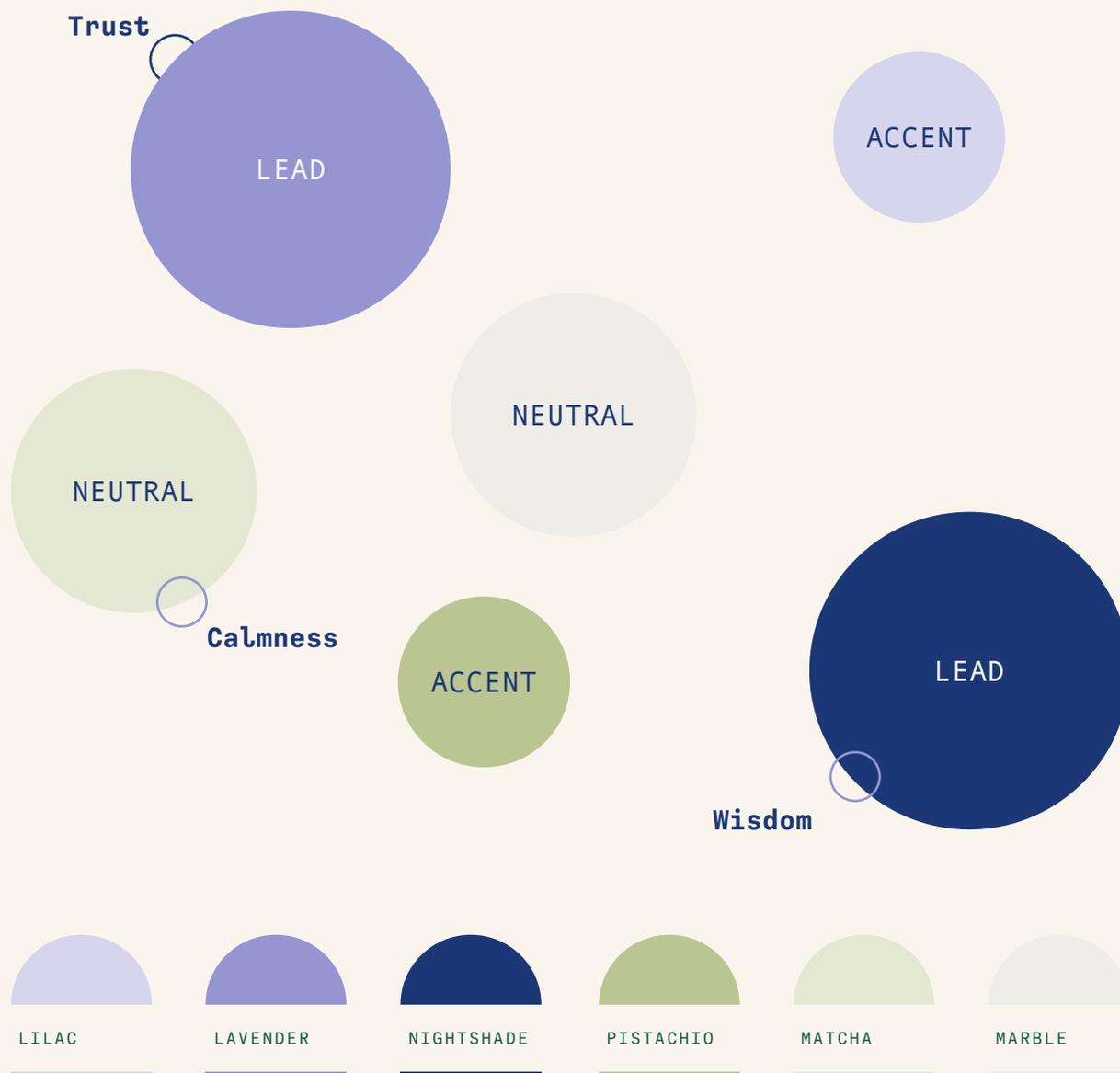
3b. Cool : Daniela Bragato

Transforming lives through hypnotherapy + mindful practices

This monochromatic palette is a soothing blend of soft pastels, calming greens, and deep purples, designed to evoke a sense of balance and clarity.

Lavender and Nightshade form the core – Lavender brings lightness and Nightshade grounds the palette with a deep purple. The neutrals, Matcha and Marble, introduce gentle, earthy greens, and Pistachio and Lilac add freshness, infusing the palette with soft energy and gentle uplift.

This colour story creates a sense of trust and transformation, ideal for a brand that guides people toward inner clarity.



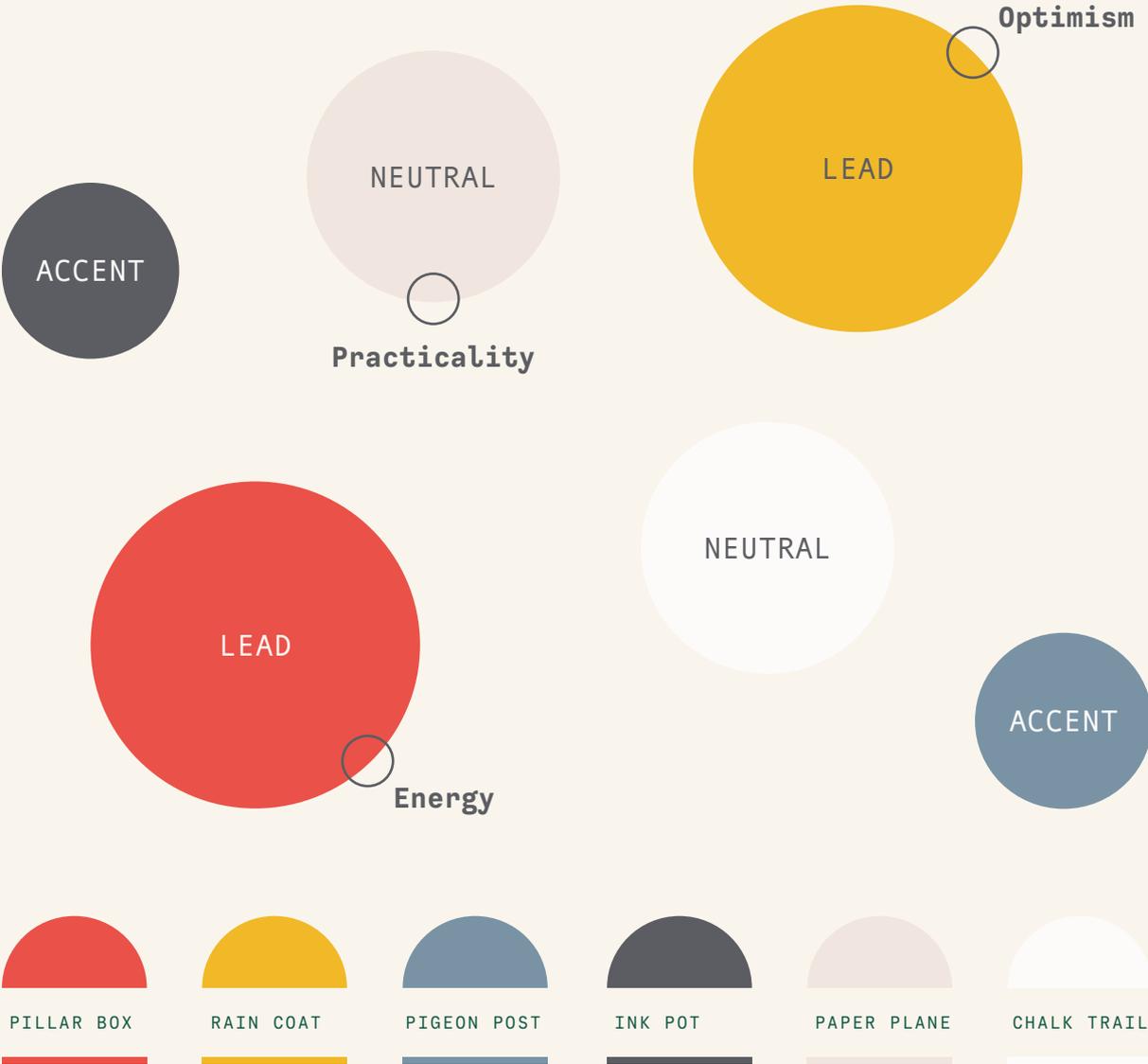
3c. Combination : *Postcards From*

Here to help you discover + delight in your next micro adventure

While blending warm and cool tones isn't necessary, doing so can result in a harmonious and versatile palette – one that brings the best of both worlds.

This palette evokes a sense of wanderlust, much like a collection of well-loved postcards – each colour carrying a memory or a moment. Its colour story tells a tale of exploration. The lead colours, Postal Box and Rain Coat set the tone – Postal Box delivers warmth and familiarity, like postboxes connecting us across distances, and Rain Coat creates a bright sense of possibility.

The accents, Pigeon Post and Ink Pot bring a subtle coolness. Meanwhile, Chalk Trail and Paper Plane, the soft neutrals, introduce lightness and contrast.



4. Additional colour tools

How might your colour story evolve as it grows?

Just like a story unfolds across different chapters, a colour palette can shift over time, adapting to seasonal changes, new offerings or brand evolution.

- **Seasonal adjustments** → use warmer tones in autumn and cooler hues in winter to reflect shifts in mood and energy
- **Product differentiation** → adjust accent colours to distinguish between different offerings while maintaining a consistent brand identity
- **Brand repositioning** → evolving colours over time to reflect where your brand is headed, while keeping it recognisable

How do your colours work together to tell a seamless story?

A great brand palette is like a well-edited film – every scene (or colour) flows naturally into the next. Without harmony, the experience feels disjointed.

Techniques for creating colour harmony:

- **Monochromatic** > variations of one colour (shades of blue)
- **Analogous** > next to each other on the colour wheel (yellow-orange-red)
- **Triadic** > Three evenly spaced colours (blue, red, yellow)

Where does your eye go first?

Contrast directs attention and creates visual tension. It's like the plot twist in your brand story – it highlights what matters most.

Ways to use contrast effectively:

- **Light vs. Dark** > high contrast (black/white) for clarity
- **Bold vs. Muted** > strategic pops of colour for emphasis
- **Warm vs. Cool** > creates dynamic energy (vibrant orange against deep navy)

📌 Exercise: Look at your colour palette. Which elements naturally draw the eye first? Does contrast help highlight the most important aspects or could adjustments create more balance or impact?

5. Weaving your colour story

Your palette is a story in motion. Each colour plays a role, guiding your audience through a visual journey. When carefully chosen and combined, colours set the scene, build emotion and create resonance.

📌 Just for fun! Write your brand's colour story in a short paragraph, using storytelling language.

Example:

"At first glance, the brand feels warm and inviting – a soft gold draws you in, like morning sunlight through an open window. Deep forest green provides grounding and growth. Then, a crisp white appears, creating clarity and space to breathe. Finally, a pop of burnt orange adds just the right spark – a playful nudge toward action."

Craft a brand that feels like home



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