

COLOR PALETTE

Color helps us creating brand recognition and visual interest across our communications.

BRAND PRINCIPLES

We use colors to make a distinctive impression. Color helps us create brand recognition and visual interest across our communications.

FLEXIBILITY

Our flexible color palette will allow us to create a diverse look and feel and capture a broader audience. The variety of different colors expresses the innovation and flexibility that Visage brand represents.

CONSISTENCY

It is essential that the use of color be consistent across all applications. Using a consistent color palette helps to build brand awareness, engagement and recognition with customers.

BASIC COLOR PRINCIPLES

Consider basic color theory in choosing and combining colors based on the contents or subject matters.

COLOR HARMONY

In visual experiences, harmony is something that is pleasing to the eye. It engages the viewer and it creates an inner sense of order, a balance in the visual experience.

COLOR CONTEXT

How color behaves in relation to other colors and shapes is a complex area of color theory. Compare the contrast effects of different color backgrounds for the same red square.