

## Spring

### Character

Confident, creative, inclusive and forward thinking, Spring is exciting to be around, open and reliable.

### Colours

Light, bright, clear.

### Business examples...

Creative industries, marketing agencies, children's fashion.

## Summer

### Character

Aspirational, sophisticated and responsible, Summer is calm to be around, traditional and a perfectionist.

### Colours

Soft and muted.

### Business examples...

Wedding industry, established professionals, creative industries.

## Autumn

### Character

Full of ambition, energy and passion, Autumn is unique, warm and focused.

### Colours

Earthy, bright and warm.

### Business examples...

Food industry, education sector, historical subjects.

## Winter

### Character

Distinctive, uncompromising and future-facing, Winter is bold, specialist and reliable.

### Colours

Dramatic, clean and cool.

### Business examples...

High-end jewellers, luxury travel, law.

## Red



### Character

Strong, assertive, determined, warm, energetic, passionate, romantic, reassuring.

### Seasons

Autumnal reddish-browns and cherry reds that are warm & strong, to Winter / Spring bolds of tomato and bright raspberry,

not forgetting the softer feminine pinks of Summer.

### Effects

Red attracts more attention than any other colour, often used to signify danger. Red enhances human metabolism and raises heart rate.

## Green



### Character

Restorative, balanced, harmonious, abundant, inspirational, self-sufficient, calming.

### Seasons

Winter sophistication of rich, dark green and Spring creativity and sociability of fresh lime

and minty tones, to the Summer softness of the pastel shades.

### Effects

Green often corresponds with safety. Green has healing power, and is considered beneficial to the mind and body - slowing the metabolism and producing a calming effect.

## Orange



### Character

Creative, enthusiastic, sociable, positive, passionate, secure, comfort, energetic.

### Seasons

Autumnal muddy / rich browns and intense oranges, to peachier, softer feminine hues of Spring / Summer.

### Effects

Orange combines the energy of red and the happiness of yellow, and has associations with joy, sunshine and the tropics. It focuses our minds on physical comfort - food, warmth, sensuality.

## Blue



### Character

Intelligent, logical, calm, efficient, cool, communicative, reflective, focussed, creative.

### Seasons

From both the warm, deep shades and cooler lighter shades of Winter tones,

to the paler, calmer, more reflective shades of Summer.

### Effects

The colour of the mind, blue is essentially soothing - it affects us mentally. Strong blues stimulate clear thought while softer blues will calm the mind and aid concentration.

## Yellow



### Character

Confident, optimistic, happy, friendly, emotional strength.

### Seasons

Autumnal rich mustard, and wealthy golds of Winter, to clean optimistic brights of Spring and paler hues of Summer.

### Effects

Yellow produces a warm effect, arouses cheerfulness and stimulates mental activity. Bright, pure yellow is an attention getter, and when overused, yellow can have a disturbing effect.

## Purple



### Character

Visionary, truthful, purposeful, authentic, luxurious, spiritual, quality.

### Seasons

Rich, intense shades of Autumn, and even deeper, cooler, almost blue shades of Winter

to the calmer, serene hues of summer.

### Effects

Purple combines the stability of blue, and the energy of red, conveying wealth, extravagance and spirituality.