

Next up is color. People—your potential customers included—have psychological ties to different colors, and using colors strategically in your brand color palette can have a serious impact on how your brand is perceived by your audience.

Here are what the colors of the rainbow (plus a few extras) can do to help your brand identity:

Red: Red is the color of passion and excitement. It's the perfect choice if your brand identity is loud, youthful, and exciting.

Orange: Orange is another high-energy color and is great if you want to appear friendly and playful. It's used less commonly than red, so will also make you stand out.

Yellow: Yellow, the color of sunshine, is all about happiness. The cheerful vibe makes it a good choice if you want to feel fun, accessible and affordable.

Green: An incredibly versatile color, green can be used for just about any brand. Culturally, though, when people see green, they think two things: money or nature. If your brand is tied to either of those things, green is an especially good choice.

Blue: The most universally appealing color in the spectrum, blue can help your branding to appear more stable and trustworthy, so if you're looking to appeal to a wide demographic—and get them to trust you in the process—go with blue.

Purple: Purple is the color of royalty, so if you're going for a luxurious feel in your branding, this a safe bet.

Pink: Right or wrong, pink is culturally tied to femininity, so if your brand is targeted towards women, pink should be a definite contender for your brand color. It's also a great color for brands with a soft or luxurious identity.

Brown: Brown is perhaps the least use color in all of branding, but that could actually work to your advantage! Any time you do something different, it helps you stand out. Brown can also help people to view your brand as rugged or masculine.

Black: If you want to be viewed as modern or sophisticated, there's nothing as classic and effective as black.

When it comes to your designs, you also want to think about form and shape.

This subtle but effective element that can be used to reinforce the desired reaction from your customers: so, for example, a logo that is all circles and soft edges will inspire a very different reaction from a logo that's sharp and square.

Here's how different forms can shape your brand identity :

Round shapes—like circles, ovals, and ellipses—are all about the warm and fuzzies. Brands that incorporate round shapes can create feelings of community, unity and love. The rounded edges can also be viewed as feminine.

Straight edged shapes—like squares, rectangles, and triangles—make people think strength and efficiency. The no-nonsense lines create a feeling of stability and trustworthiness, but you need to be careful: if the shapes aren't balanced out with something fun, like dynamic colors, they can feel impersonal .

Straight lines also have their own implications: vertical lines suggest masculinity and strength while horizontal lines suggest tranquility and mellow vibes.

