

# Task Guide

## Selecting Company Colors

**Responsible:** Chief Officers, Leaders in Art, Digital Media and Marketing

### Project Description:

Determine the company colors which will be used through the branding of the company materials developed through this year. These colors will not change and will be integrated into all aspects of the company.

### Guidelines:

#### 1. Process of determining the company colors for the company

- A. read this article on colors [www.creativebloq.com/branding/choose-colour-logo-design-8133973](http://www.creativebloq.com/branding/choose-colour-logo-design-8133973)
- B. Based on the company name, think about what colors naturally go with imagery of the name.
- B. Based on the article, do your color choice convey the message you want customers to associate with
- D. go to <http://www.colourlovers.com/> or other color scheme sites and choose 3 schemes
- C. Meet with your entire leadership team and finalize the color scheme you will use for your company

#### 2. Write company color(s) in the space provided on this form and submit

	RGB BREAKDOWN	CMYK Breakdown	HEX CODE
Company Primary Color			
Company Secondary Color			
Highlight color 1 (optional)			
Highlight color 2 (optional)			
Highlight color 3 (optional)			

#### 3. Submit for Approval

Discuss the company vote with the leadership team and record any comments below.

Explain why we chose these colors: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Leadership Decision: Signatures required

Vice President of Art & Publications \_\_\_\_\_ approved

Vice President of Marketing \_\_\_\_\_ approved

Vice President of Digital Media \_\_\_\_\_ approved

Chief Executive Officer \_\_\_\_\_ approved

Consultant Decision:

Approved  Not Approved Signature: \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Submit this signed sheet for evidence of completion of this task.