Pine

Turquoise

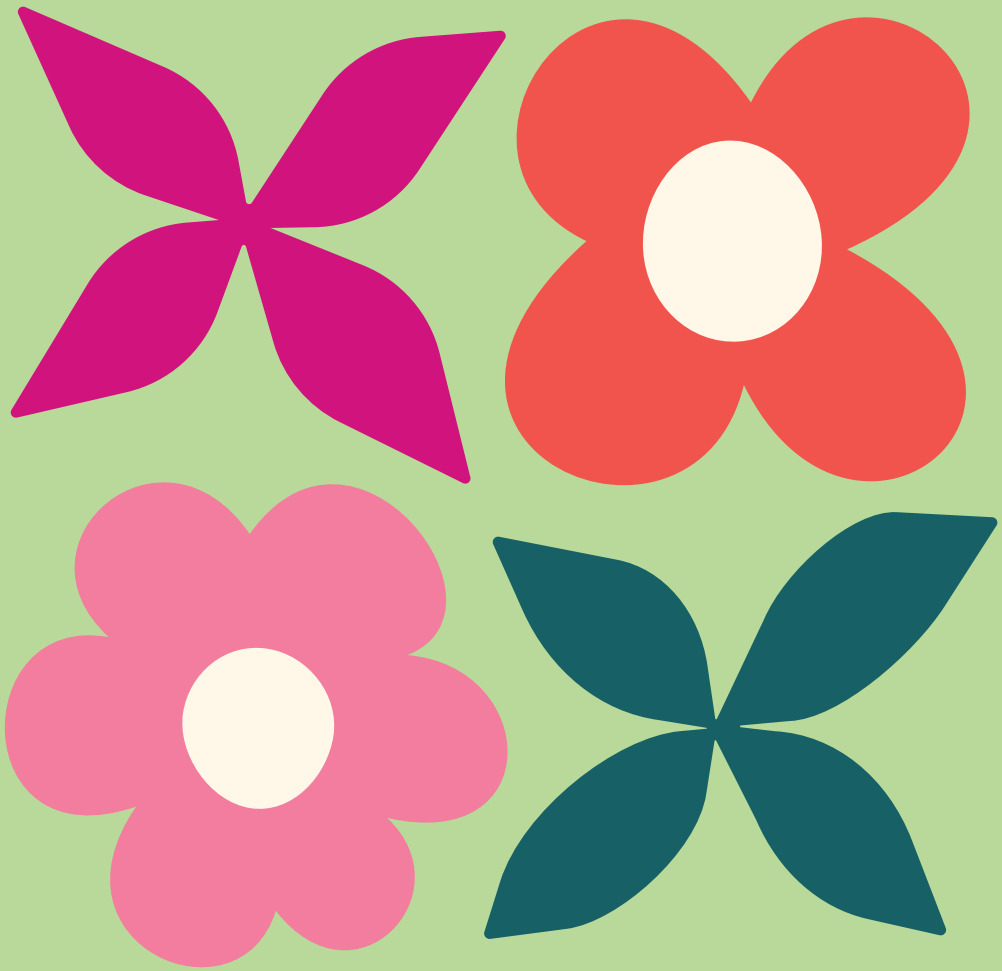
Honey Dew

Rose

Raspberry

Strawberry

Almond



Lemondrop Design Shop

Berry Salad
COLOR SCHEME: **001**

Hello!

I'm so happy that I get to join you on your color journey! Thanks so much for purchasing this color palette. I've loaded the following pages with useful for information. Including mockups, 50+ HEX codes, sample color combos, and designated color pairings.

Please feel free to reach out with any questions. Tag me on social media in your finished creation. I'd love to see what you make!

xoxo,
Mikelle

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Section Two
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Usage Ideas

You likely purchased this color scheme with an end-use in mind. However, here are a few projects to consider. Your color scheme can create a cohesive feel across multiple applications, including:

GRAPHIC DESIGN

- Branding: Consistent use of colors in logos, business cards, and other branding materials.
- Marketing Materials: Designing brochures, flyers, posters, and advertisements that align with a brand's color palette.

WEB DESIGN

- Website Layouts: Applying the color scheme to website back-grounds, text, buttons, and other elements to create a visually harmonious site.
- User Interface: Ensuring that app and web interfaces are attractive and user-friendly by using a consistent color palette

INTERIOR DESIGN

- Room Decor: Selecting paint, furniture, and accessories that are based on this color scheme to create a cohesive and aesthetically pleasing environment.
- Mood Setting: Choosing colors that evoke specific emotions or atmospheres in different spaces.

FASHION DESIGN

- Clothing Collections: Creating clothing lines that use a unified color scheme to ensure all pieces complement each other.
- Accessories: Designing handbags, shoes, and other accessories that match the primary clothing line

DIGITAL ART AND ILLUSTRATION

- Artwork: Using the color scheme to maintain consistency in digital paintings, illustrations, and other forms of digital art.
- Animations: Ensuring animations have a cohesive look by adhering to a specific color palette.

PRESENTATION DESIGN

- Slideshows: Creating PowerPoint or other types of presentations that use a consistent color scheme for backgrounds, fonts, and graphics to enhance professionalism and readability.
- Infographics: Designing data visualizations that are clear and appealing by using a well-chosen color scheme.

PRODUCT DESIGN

- Packaging: Designing product packaging that aligns with brand colors to create a strong visual identity.
- Product UI: Applying color schemes to the user interfaces of electronic products, ensuring a cohesive and appealing look.

PRINT DESIGN

- Publications: Designing books, magazines, and other print media with a consistent color scheme to enhance readability and aesthetic appeal.
- Stationery: Creating letterheads, envelopes, and other stationery items that reflect the brand's identity through color.

EVENT PLANNING

- Weddings: Choosing decorations, such as invitations, table settings, floral arrangements, and lighting, that match the event's color scheme.
- Marketing: Designing event invitations, banners, and promotional materials that use the event's color palette.

GAME DESIGN

- Game UI: Applying a cohesive color scheme to game menus, HUDs (heads-up displays), and other interface elements.
- World Building: Ensuring in-game environments and characters follow a consistent color theme to enhance the immersive experience.

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Picking the Right Colors

Choosing the right colors for a color scheme involves several important considerations to ensure the final design is visually appealing, functional, and conveys the intended message. Here are a few key factors to consider:

PURPOSE AND CONTEXT

- Colors should reflect the project or brand's personality and values. For instance, blue often conveys trust and professionalism.
- Target Audience: Consider the preferences and cultural perceptions of the target audience. Different age groups, genders, and cultures can have varied responses to colors.

PSYCHOLOGICAL IMPACT

- Emotional Response: Colors can evoke emotions and moods. For example, green often represents tranquility and nature.
- Color Associations: Be mindful of cultural and social connotations.

READABILITY AND ACCESSIBILITY

- Contrast and Color Blindness: Please see the two pages at the end of the document to choose color pairings that function well. As the list isn't exhaustive, you can check other colors online yourself. The website I use is listed on the last page.

PRACTICAL APPLICATION

- Medium: Consider where the colors will be used—digital screens, print media, textiles, etc. Colors may appear differently in various mediums.
- Versatility: Choose colors that work well across different applications and materials, from websites to physical products.

Color Options

IMPORTANT: Over the next few pages, you'll find different colors that work within this scheme. YOU SHOULD PICK TWO OR MORE FROM EACH SECTION. SELECT A RANGE OF DARKS, BRIGHTS, LIGHTS, AND NEUTRALS.
Selecting a variety of color types will provide contrast and interest. Wildcard colors are optional.

Bright Colors

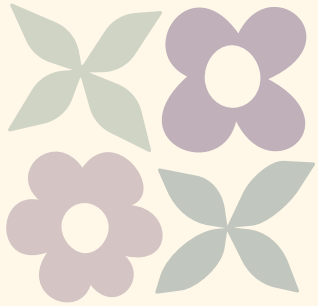
The colors on this page will likely be your main colors. They are loud and vibrant and will give personality to your project.

Consider picking one or more colors in the top two rows, two or more colors in the middle two rows, and two or more colors from the last two rows. For instance: #FFC2D9, #F27D9E (both in the Rose column), #176166, #143e3e, & #071b24 (all in the Pine column). In the color scheme below I also added a few colors from the Olive column on the Wildcard page and a light neutral from the neutral page.

Pine	Turquoise	Honey Dew	Rose	Raspberry	Strawberry
#000000	#000000	#000000	#000000	#000000	#000000
#000000	#000000	#000000	#FFC2D9	#000000	#000000
#000000	#000000	#000000	#000000	#000000	#000000
#000000	#000000	#000000	#F27D9E	#000000	#000000
#000000	#000000	#000000	#000000	#000000	#000000
#000000	#000000	#000000	#000000	#000000	#000000

Neutral Colors

The colors add balance to your color scheme. Pick one or two that fit in with your colors. For instance, if you are using the green color called Pine from the previous page, consider one or both of the Fuzz shades.



Fuzz

#000000

#000000

Kiss

#000000

#000000

Sugar

#000000

#000000

Almond

#000000

#000000

#000000

Foam

#000000

#000000

Paper

#000000

#000000

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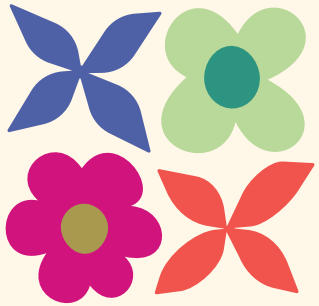
Wildcard Colors

If you are feeling a little bold, try adding one of these wildcard colors to your palette. These colors border on clashing, which is not for everyone, but it can create visual interest.

If you want to add Peri, Olive, or Lemon, pick one or two colors from that column.

"Colors don't clash, they vibrate."

David Hicks

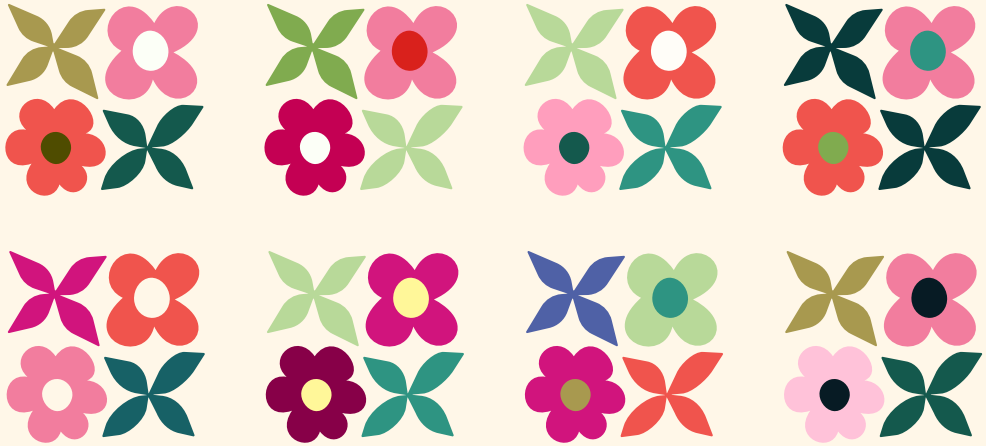


Peri	Olive	Lemon
#000000	#000000	#000000
#000000	#000000	#000000
#000000	#000000	#000000
#000000	#000000	#000000
#000000	#000000	#000000
#000000	#000000	#000000

Sample Color Schemes

This color palette is highly customizable. If you would like a few examples of how you can use the colors you're in the right place. Over the next few pages I've created sample color schemes. I've included HEX codes for ease of use. These could be your final scheme, inspiration, or a starting point. You could mix and match these for different projects.

Keep your end project in mind. What feel do you want to convey? See the "Picking the Right Colors" section a few pages back for more information.



LOGO SAMPLE

HEADLINE SAMPLE

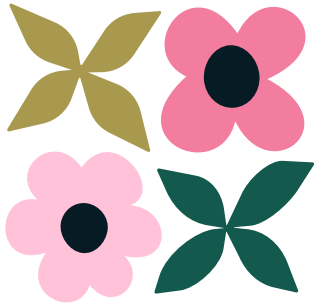
Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.

#FFC2D9 #FCFFF7

#F27D9E #14594D

#BFB27A #083B3B

#A8994F #071B24



LOGO SAMPLE

#OOOOOO #OOOOOO

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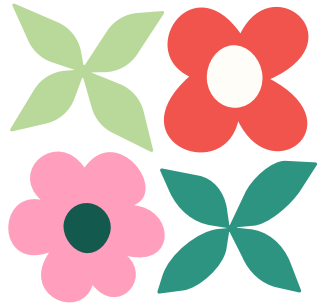
#OOOOOO #OOOOOO

HEADLINE SAMPLE

Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.



LOGO SAMPLE

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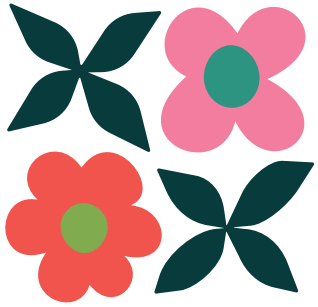
HEADLINE SAMPLE

Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.



LOGO SAMPLE

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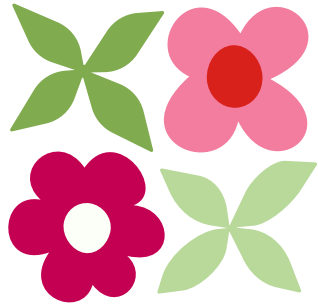
HEADLINE SAMPLE

Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.



LOGO SAMPLE

HEADLINE SAMPLE

Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.

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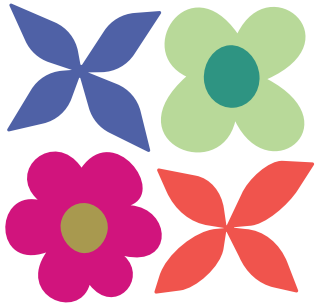

LOGO SAMPLE

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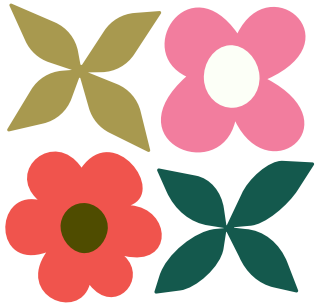
HEADLINE SAMPLE

Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.



LOGO SAMPLE

HEADLINE SAMPLE

Text Sample: Epudis recatis que nam in estius et unt odigeni modicia dolor alique verum fugiat. Tem aspidis ciatur accum rerchitissit ipsandi omnis di ne nonsed exped quam facesti.

#OOOOOO #OOOOOO

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#OOOOOO #OOOOOO

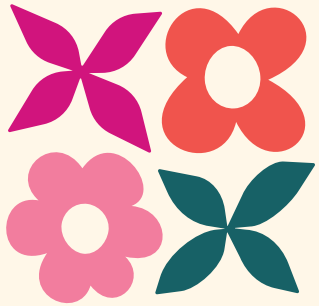
#OOOOOO #OOOOOO

#OOOOOO

WCAG Compliant Contrast Pairings

Contrasts above 4.5 work for normal text and ratings above 3.0 work for large or bold text. This is not an exhaustive list. Lighter colors should be used as backgrounds for longer text.

As this list isn't exhaustive, you can check other colors for free online yourself. The website I use is listed on the last page.

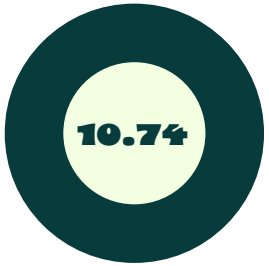


#336971
&
#CFF2F3

#336971
&
#FDF0F6

#336971
&
#FEF9EC

#184242
&
#cFF2F3



#184242
&
#F6FF36

#184242
&
#FEF9EC

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#081443F
&
#CFF2F3

#081C27
&
#FEF9EC

#081C27
&
#F6FFE6

#881B51
&
#FDF0F6

#881B51
&
#FEFAFC

#A92912
&
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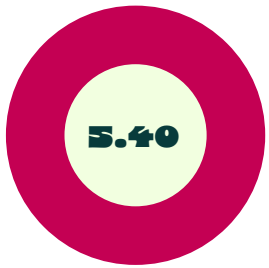
#BE305E
&
#FEFAFC



#BE305E
&
#F6FFE6

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WCAG COLOR PAIRINGS

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Thanks again!
xoxo,
Mikelle

Contact

QUESTIONS?

email: m@mikellewilliams.com

website: lemondropdesignshopm.etsy.com

Socials

I'd love to see what you make! Please consider tagging me in your creations!

TIKTOK

Handle Coming Soon

INSTAGRAM

Handle Coming Soon

Unique Color Schemes

I love creating individualized color schemes for people and companies. Please reach out if you want a personalized, unique color scheme for your use only.

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Sources

WCAG COLOR CHECKER

coolors.co/contrast-checker

MOCKUPS*

mrmockup.com

*Mockups are used under license and provided in an uneditable format.

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