Research Assessment #6

My original work project consisted of marketing for my own personal brand that I am establishing with my two friends. It is a comedy and film group called "Advanced Boys", and I am in charge of the marketing campaign for the entire business. That being said, making a website is a massive importance to the marketing field for businesses, and that is the main aspect my Original Work Project Consisted of. With a website being planned out, one key question that I had to ponder was what the color pallet was going to be. After a couple long meetings and determining we decided on a softer blue pallet. After I had the main color down I found a nice palette with the colors of light blues, greys, and hints of green. Before mentioning all of the colors from my website mentioned in the article, something stuck out to me. And that was that my team needs to have specific guidelines on when to use certain colors and how to use them. So, that means on different posts on instagram, for example, depending on the type of post we should use a certain color. All staying within our chosen color palette.

An interesting article that I have recently read in regards to selecting an efficient color pallet is called "6 Ways to Choose the Right Colors for Your Marketing Campaign". This article had a lot of very helpful information that aloud me to think even deeper about the colors that I have chosen. Better yet, when I should use them. The main piece of information that I want to discuss is how the article described the color blue. The article describes blue as a great color of calmness and strength. It also is the most liked color of all people when it comes to advertising. More specifically it is the most liked by all men on Earth. That being said,I think it was an excellent choice. As the Advanced Boys consist of three guys including me. This means that we will automatically attract more male viewers upon first glance. Down the road I wonder how we can use color to attract more female consumers. But, one step at a time. While blue is what I have come to find out, a good color to have picked, another color I used was an excellent choice. Grey is a good color as it keeps the site looking clean and minimalistic, as that is kinda what I was going for. I did not want the site to be too overwhelming and very easy on the eyes. I also wanted to avoid a chaotic and messy look. This was achieved by mixing both a grey and blue palette. My website also had hints of green in it, which I used as a good color to break up too much blue and grey. The article described green as authentic and friendly, which is a perfect way to describe how I wanted to come across. That being said, the color palette that I had chosen was a perfect mix for the audience and style we were going for.