



The *Elevated* Color Palette Checklist

How to Choose Colors That Speak for Your Brand
Before You Say a Word

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Created by Draper Designs - a Fortune 500-level branding studio for founders who don't play small.



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If your brand feels a little off — too loud, too soft, or just not you — chances are your color palette is sending the wrong message. This checklist is designed for founders who want to show up with intention, consistency, and a visual voice that speaks before they ever say a word.

Go section by section and assess your palette with fresh eyes. The clarity you gain today will shape a brand that's not just seen — but remembered.

Brand Personality Alignment

- ☐ I've defined the core personality traits of my brand (e.g. bold, calm, playful)
- ☐ I've researched color psychology to understand how hues influence perception
- ☐ I've selected colors that support how I want my brand to feel, not just look

Pro Tip: Start with how you want people to feel when they interact with your brand — then back into your colors from that emotion.

Primary Brand Color

- ☐ I've chosen one hero color that anchors my entire brand
- ☐ It contrasts well with light and dark backgrounds
- ☐ It reflects my brand tone (e.g. trust = blue, energy = yellow)

Pro Tip: Your primary brand color should do the heavy lifting — choose one that can show up boldly in both digital and print.



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Secondary Colors

- ☐ I've chosen 2–3 complementary colors to support my primary
- ☐ They provide contrast or harmony, not confusion
- ☐ They serve different use cases (headlines, accents, hover states, etc.)

Pro Tip: Secondary colors are your brand's supporting cast — they should add flavor, not chaos.

Accessibility & Contrast

- ☐ My color pairings pass contrast ratio tests for readability
- ☐ I've checked legibility on both desktop and mobile
- ☐ I've reviewed how colors appear in both light and dark mode

Pro Tip: If your CTA isn't legible, your color isn't working. Test everything — especially your hero and accent combos.

Neutrals & Utility Tones

- ☐ I've selected neutral colors (light/dark grays, creams, or blacks)
- ☐ I've defined a background color, text color, and border color
- ☐ My neutrals allow my brand colors to shine without fighting for attention

Pro Tip: Neutrals aren't boring — they're balance. Use them to create breathing room in your design.

Consistency & Application

- ☐ I've saved hex codes (and RGB/CMYK if needed) for all brand colors
- ☐ I use the same palette across social, website, print, and emails
- ☐ I've created a brand board or style guide to keep things aligned

Pro Tip: A beautiful palette means nothing if it isn't used consistently. Your color system should be repeatable — not reinvented every time you post.



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Scoring & Insights - ★ Total Score: ____ /18

For every checked box, give yourself **one** point. Total it up and see where your homepage stands.



16-18 : *Color Confident*

Your palette is intentional, aligned, and ready to work across every touchpoint. Your brand looks and feels consistent — keep building with boldness.



12-15 : *Strong Foundation*

You've got the essentials, but there's room to refine. Double-check contrast, consistency, and emotional alignment to tighten things up.



7-11 : *Mixed Signals*

Some pieces are working, but inconsistencies are weakening your message. Simplify and focus on contrast, clarity, and cohesion.



0-6 : *Time for a Reset*

It's not just about looking good — your colors need to communicate. Let's rebuild with a system that reflects who you are and where your brand is going.

Ready to *Rise* Above the Rest?

You've completed the checklist — now let's transform your palette into a fully developed color system that builds trust at a glance, reinforces brand recognition, and makes every touchpoint unmistakably you.



Book a **Visual Identity Audit**

