

The GROUNDED Guru

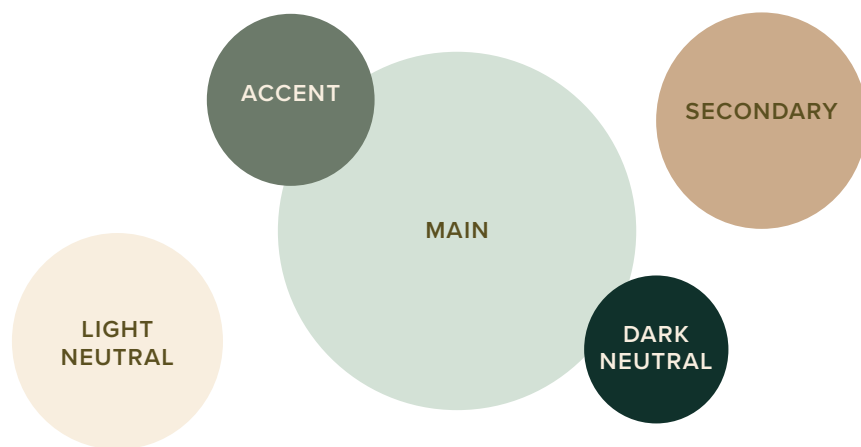
Brand Color Palette Guide



DAISY
CREATIVE CO

About your palette

Your brand's color palette is a well-balanced blend of earthy neutrals. That doesn't mean you can't have some memorable colors in the mix! Just keep these shades subdued to coordinate with the rest of your palette. Remember, your brand's color palette isn't just pretty, it's got a job to do! Follow my four-step process for creating an aesthetic *and* functional brand palette.



STEP 01

Choose one essential tone to serve as your main brand color. Use color theory to choose the shade that best represents your brand.

STEP 02

Choose one secondary color that coordinates with your main brand color.

STEP 03

Choose two neutral shades. Keep one light color for backgrounds and one dark color for text.

STEP 04

Choose one accent color for emphasis. You can use this sparingly for a “pop” of color.

Voilà, Guru!

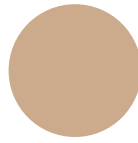
You've got a new brand color palette! Check out the next page for more customized color palette inspo. Choose one palette and keep it as-is, or experiment with the shades to find your perfect brand palette.



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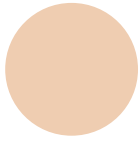
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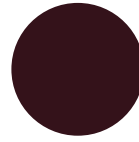
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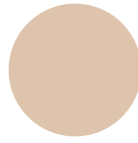
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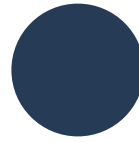
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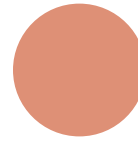
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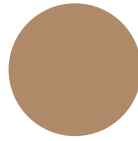
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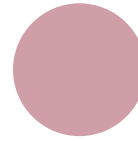
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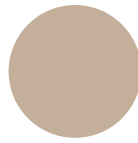
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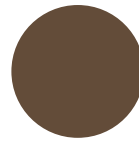
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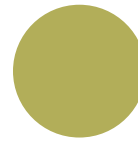
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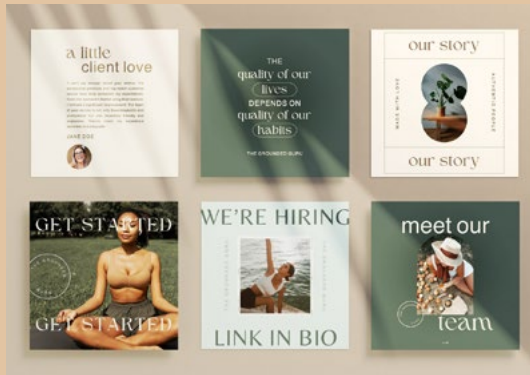
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Ready to see your new brand colors IRL? Grab your matching Canva Templates!

The **Instagram Essentials Bundle** is a small but mighty collection of curated Instagram posts based on your color personality. This 10-pack of Canva templates will make your IG grid look polished and on-brand— all while serving your audience with essential information about your business.



[Shop Now](#)



About the Studio

We craft confident brands to grow your health and wellness business.

I'm Rebecca Brown, owner and lead designer behind Daisy Creative Co. I've spent nearly 10 years working with major ad firms, CPG brands and tech startups. Now, it's my mission to help fellow wellpreneurs build their brands online. Plus, after living with autoimmune disease for over 20 years, for me, wellness isn't just a "niche," it's a lifestyle.

Questions about your test results? DM me on IG!

Rebecca B.