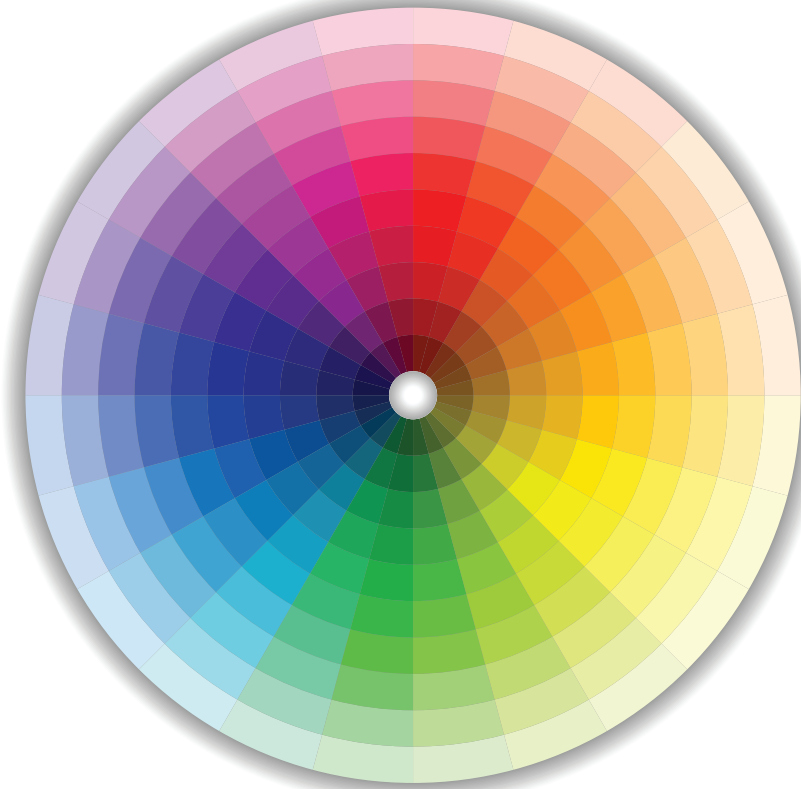


Color Confusion Resolved

Use these color wheels to choose the best colors for your brand, your website, and your marketing materials.

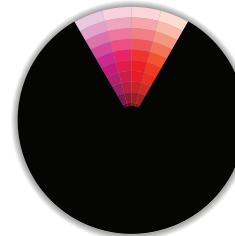


*Colors on these two wheels are arranged by the amount of white or black that has been added to the pure color.
For maximum compatibility, choose colors along the same “ring” of the same wheel.*

For a vibrant, high-energy combination, choose colors that sit across from each other on the color wheel.



For a harmonious, serene combination, choose colors that sit next to each other on the color wheel.



Discover how to master visual marketing — even if you’re not a designer! Register for the [FREE, on-demand visual marketing workshop](#) by Pamela Wilson of BIG Brand System.

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