

perfect for mass marketing. Grey can be a great choice as it is understated, timeless, and reflects the materials from which the products are made. Grey is widely adopted throughout the technology sector in comparison to black which can be perceived as masculine and overpowering.

Consistency is vital to ensuring a brand has a coherent voice. By choosing a small palette of two to four colours and employing them throughout their marketing channels, brands strengthen their identities and memorability in the eye of the consumer. Loyalty to a brand may be based on past customer experience but it may also be your subconscious colour preferences nudging you in the right direction.

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