

Captivating Colours - 1

Write 5 words/small statements to describe your tribe:

- 1.
- 2.
- 3.
- 4.
- 5.

Describe My Tribe

Top 5 emotions your tribe wants to feel when they engage with you:

- 1.
- 2.
- 3.
- 4.
- 5.

Write 5 words/small statements to describe your Souls Brand:

- 1.
- 2.
- 3.
- 4.
- 5.

Describe My Souls Brand

Top 5 Emotions My Tribe Wants To Feel

What Are My Echoing Emotions?

The emotions that I want my brand to express based on the needs of my tribe and my Souls Brand:

- 1.
- 2.
- 3.
- 4.
- 5.

soul to soul

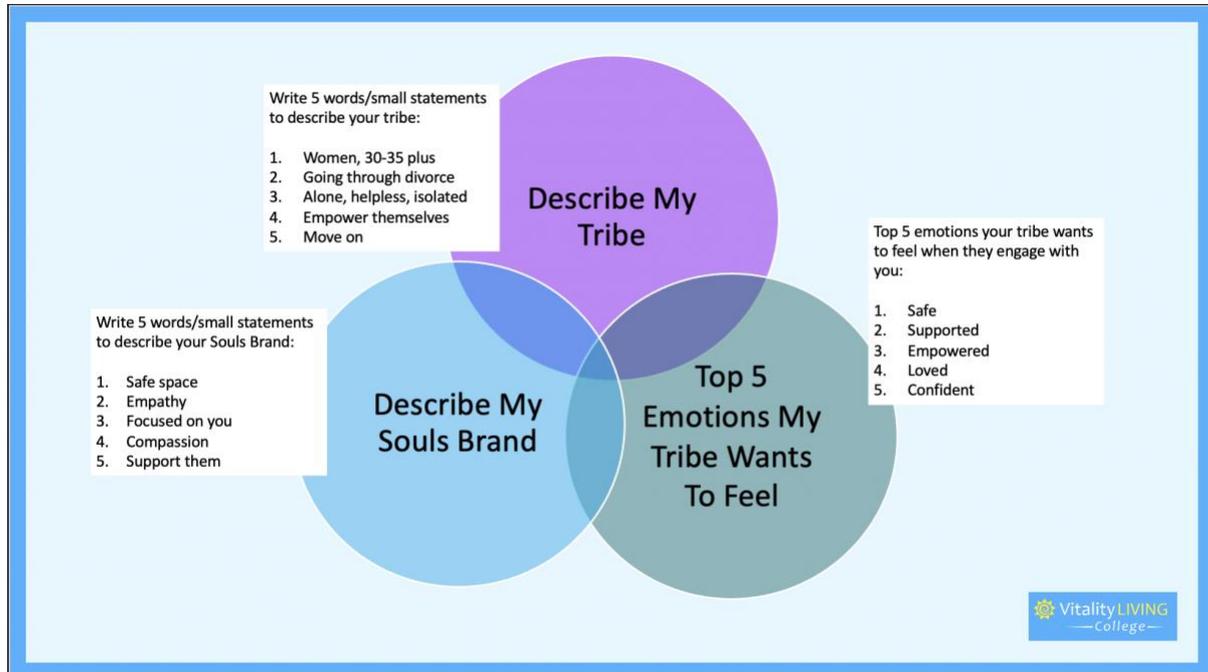
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Need more inspiration for emotion words?

Absorbed	Playful	Entertainment	Pleasure
Alive	Calm	Enthralled	Positive
Amazed	Captivated	Enthusiasm	Powerful
Amused	Carefree	Envy	Reassured
Animated	Caring	Excitement	Relaxed
Appreciative	Cheerful	Exhilaration	Relief
Astonishment	Collected	Expectant	Secure
Attraction	Comfortable	Exuberant	Serene
Awe	Committed	Fortunate	Settled
Blessed	Compassionate	Free	Strong
Bliss	Courage	Fulfilled	Sure
Bold	Delighted	Goofy	Surprised
Bouncy	Empathic	Happy	Thankful
Brave	Energetic	Inspired	Trust
Bubbly	Engrossed	Interested	Upbeat
Buoyant	Enjoyment	Intimacy	Warmth
Optimistic	Enlightenment	Joy	Welcome
Lively	Lucky	Lighthearted	Wonder

Example of Captivating Colours 1



What Are My Echoing Emotions?

The emotions that I want my brand to express based on the needs of my tribe and my Souls Brand:

1. Safe
2. I Matter
3. I Can Do It
4. Supported
5. Loved

soul to soul

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The Psychology of Colours

RED Power Excitement Strength Power Passion Energy	ORANGE Confidence Warmth Innovation, Friendliness Energy Bravery	YELLOW Optimism Warmth Happiness Creativity Friendliness	GREEN Health Hope Nature Growth Freshness Prosperity	BLUE Trust Loyalty Dependability Logic Serenity Security
PURPLE Wisdom Luxury Wealth Spirituality Sophistication Royalty	PINK Imaginative Passionate Transformation Balance Creativity	BROWN Serious Earthiness Reliability Authenticity Warmth Support	BLACK Sophistication Security Power Authority Substance	WHITE Cleansness Clarity Purity Simplicity Freshness

So What Are My Brand Colours?

So What Are My Brand Hex Colours?

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Captivating Colours - 2

Step 1: Tick any of the following options:

- I want a pure colour feed
- I want to use a backdrop colour in my feed

Step 2: Pick your backdrop colour/s for your feed if you are using one:

- White
- Grey
- Black
- Brown/Cream

Step 3: Choose your accent Colours:

- Black
- Orange
- Red
- Green
- Pink
- Brown
- Yellow
- Blue
- Purple

Notes: