

Brand Colour Palettes

Media Design 11 & 12

From a technical standpoint, all colours use codes to help arrange and organize the platform they will eventually be used on.

Print uses CMYK. Digital uses RGB. Paints and inks often use Pantones. And somewhere in between HEX is used.

When working with a client or when creating your own design, it's important to be aware of the colours you are using. Not only will help with keeping your colours consistent, but it can help with quickly adapting to any platform your final product will show up on.

Task: Using Illustrator, create colour guides for 3 brands. Include CYMK, RGB, and HEX codes within your guide.

Criteria:

Content (3 marks/each brand)

- Image of brand logo is present.
- Each colour is displayed.
- Each colour contains HEX, RGB, CMYK codes.

Technical (3 marks/each brand)

- Information is presented clearly.
- Brand is saved on separate artboard.
- File is handed in PDF format.

Category: Assignments

Total Value: 18 marks