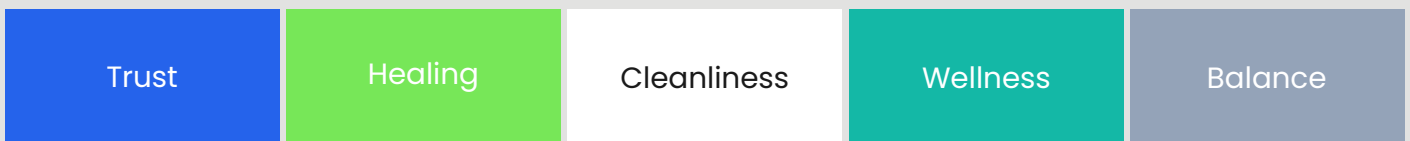


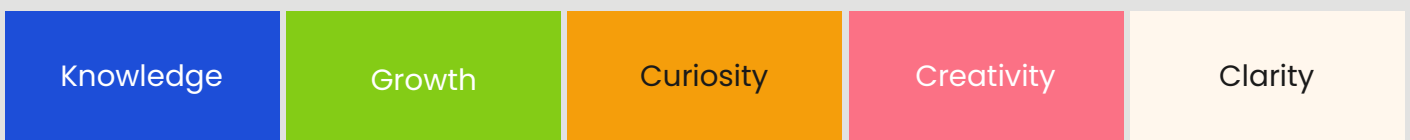
INDUSTRY-SPECIFIC COLOR GUIDE

This guide helps designers choose colors that match customer expectations within different industries. Using familiar industry colors can improve brand recognition, communicate key values, and build trust with target audiences.

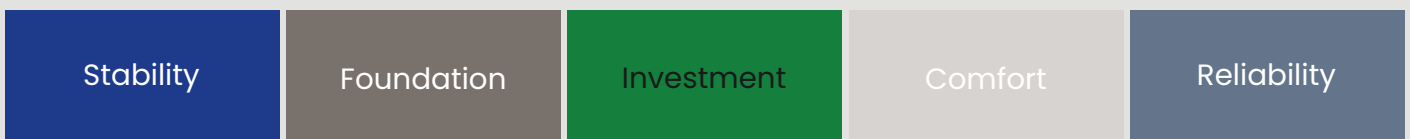
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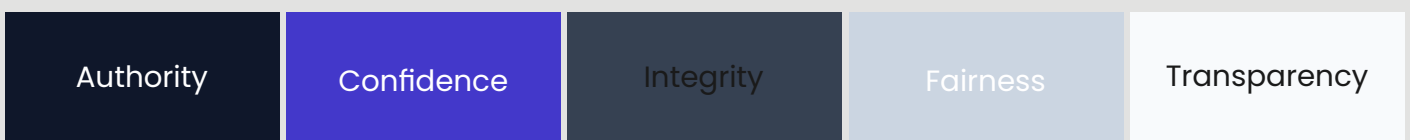
Education



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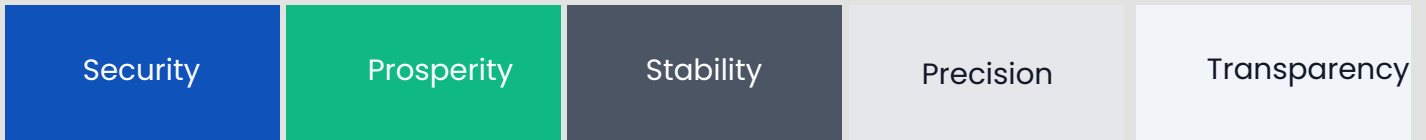
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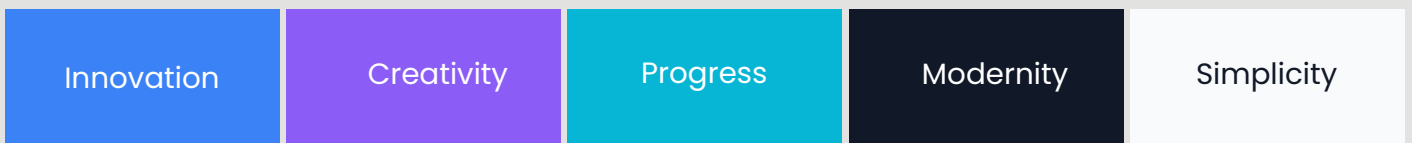
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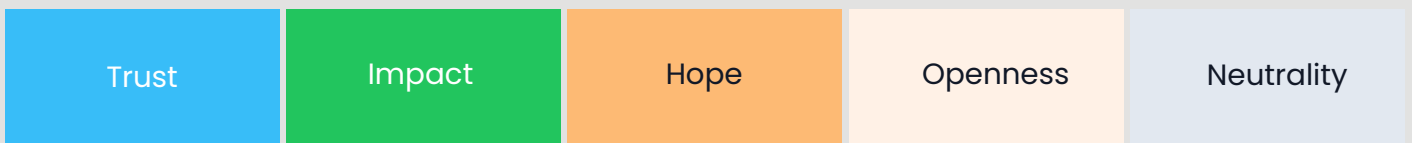
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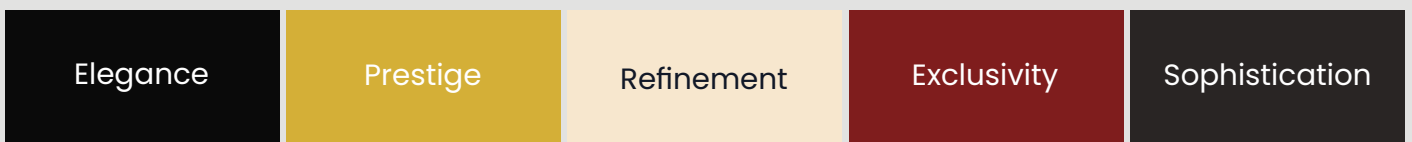
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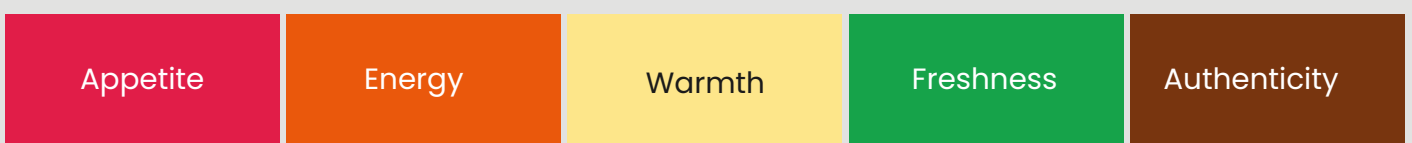
Luxury Brands



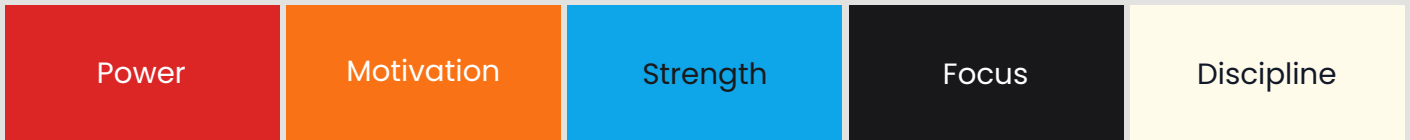
Travel & Tourism



Food & Restaurants



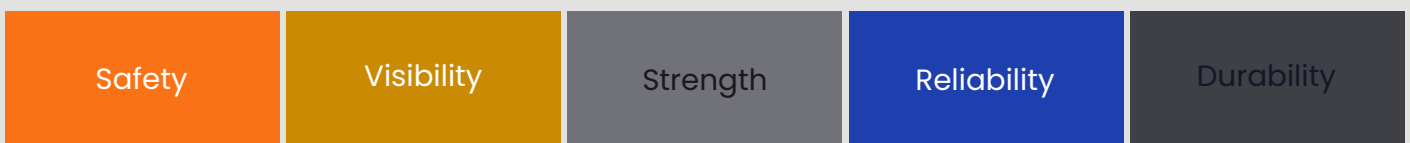
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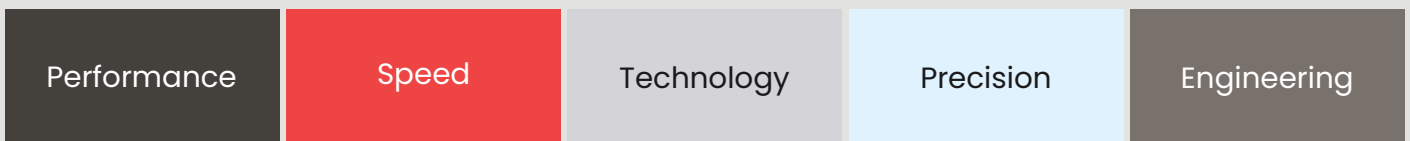
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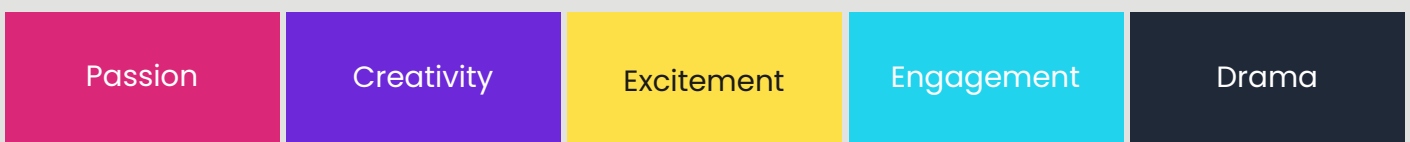
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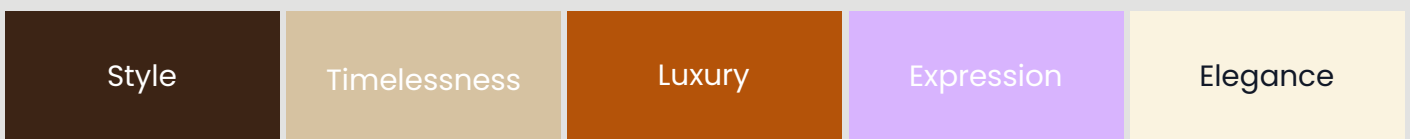
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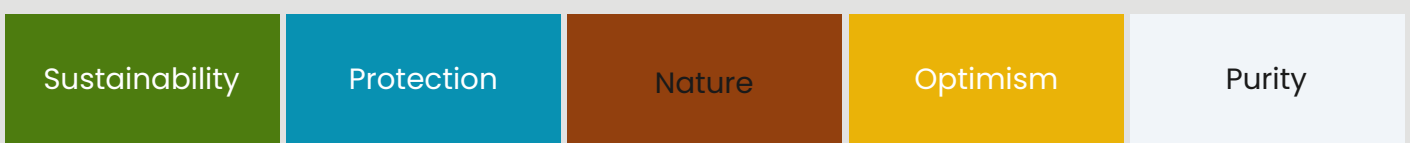
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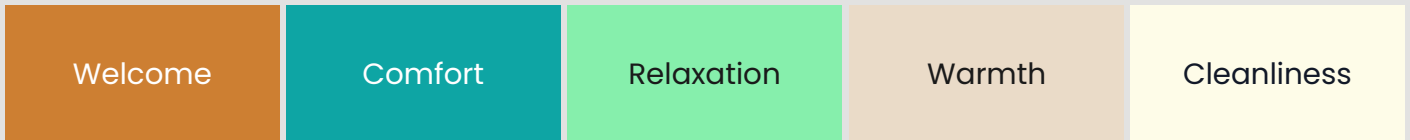
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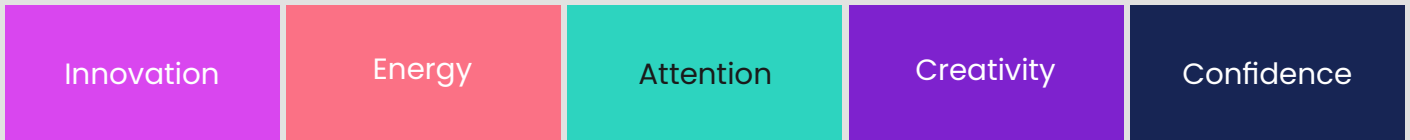
Environmental



Hospitality



Marketing Agencies



How to Use This Guide

1. Identify the industry your brand or project belongs to.
2. Choose colors that align with industry expectations.
3. Consider your target audience and brand personality.
4. Use accent colors to differentiate your brand while maintaining familiarity.
5. Test your palette for readability, accessibility, and consistency across media.

Key Tip

While industry-standard colors help customers instantly understand a brand's purpose, combining them with

