



COLOUR INSPIRATION  
*Autumn look book*



## *Hello Colour Lover*

Thank you for downloading the COLOUR INSPIRATION Autumn look book! This is the second volume of my colour inspiration books and in volume 2 we will be focusing on the beautiful season of Autumn. Read more about the colours of Autumn in the next few pages.

I hope you find this a good starting point to get some ideas going for your projects. Whether you are a designer, illustrator, business owner, interior designer or pattern designer you can use these palettes as you wish.

I'm Faye Brown and I've been a designer for over 20 years, I love everything branding, colour and typography! I've been teaching on Skillshare for the last 10 years and you can [follow this link for a free trial](#) where you can take some of my classes and many more!

I also run a 1-1 Colour Cafe session - more details at the end of the book.

I'd love to see how you use these palettes so please do pop along and follow or tag me on [instagram](#) and [facebook](#) @fayebrowndesigns.

Enjoy...

*Faye x*



# Introduction and a little colour psychology

Welcome to the COLOUR INSPIRATION book Volume 2. Inside you will find 10 autumnal palettes all with a different vibe and emotional response. There is a little paragraph explaining how the palette could work in a branding project or maybe a pattern or stationery design... we talk a little about how people might relate to each palette and what feelings they may evoke.

One of my favourite parts of any branding project is coming up with a perfect colour palette to compliment my clients brand values, attract their ideal customers and build brand recognition. Someone might have an amazing logo but the wrong colours can have an adverse effect on the overall way people relate to it. So nailing your colours in any design or illustration work is a major element to the success and response that design receives.

With each palette you will see the HEX colour codes which you can easily use in almost every design programme from Adobe to Canva. The supporting imagery helps us get an idea of what the brand stands for and how it communicates to the customers and clients. Big shout out to the talented photographers on Unsplash and Pexels, you will see their name credits below on each page so do check them out.

*So let's talk a little more about colour and the impact colour can have on our lives...*

Colour is all around us. Think about what colour clothes you like to wear, how do you feel when you wear certain colours? Maybe some make you feel calm whilst others make you feel energised and excited. How about when you walk into a certain room - maybe it's a cosy pub decorated in warm autumnal colours or a leisure centre with bright colours that make your heart beat faster. In our day to day lives colour plays a big part in how we feel, whether you consciously realise it at the time or not. And when it comes to design, illustration or a brand palette, colour plays just as an important role.

Most people will have heard of the term 'colour psychology' and there's a science behind this. Colours fall on the electromagnetic spectrum and they each have their own wavelength. Red generally falls at about 700 nanometres and at the other end of the spectrum violet has the shortest wavelength about 380 nanometers. Red is often seen as a colour that gets our hearts racing - think sports cars, fire engines, passion - red increases our heart rate. It's not a coincidence that many fast food restaurants use red and yellow as they've been shown to increase our appetite. Blue on the other hand is seen as a calmer colour, trustworthy and intelligent. 33% of the world's top brands have a tone of blue as a dominant brand colour. But what I find most interesting about colours is when they come together to form a palette, and how those tones of colours relate to each other to give off the right messages and evoke the intended emotional response.

In this book I focus on the season of Autumn. There is a whole colour theory based on seasonal colour and the personality each season evokes. It's important to think about your project and what personality is behind it... if it's a branding project you'll want to know their brand personality - if they are youthful, imaginative, friendly, positive they might fit in to the spring personality where the colours are bright and bold. Maybe you have an illustration project where you want the piece to look romantic, high-end, elegant and sensitive... in which case a summer personality would suit with slightly more hazy, muted colours than spring. The area of seasonal colour palettes is fascinating and I cover this a lot in the Skillshare class: [Branding Uncovered: Color Palettes - The Power of the Perfect Palette](#). This book will give you a little insight and inspiration into autumn but if you would like to know A LOT more about colour that's the class for you. If you follow the link above you will get a free trial period.

I hope you enjoy this book and it starts sparking some ideas for your colour palettes. I plan to update for future volumes too. I would love to hear your feedback! You can say pop me an email [hello@fayebrown.co.uk](mailto:hello@fayebrown.co.uk) or find me on [instagram](#) and [facebook](#) @fayebrowndesigns.

# Autumn

**Fall has always been my favourite season.  
The time when everything bursts with its last beauty, as if nature  
had been saving up all year for the grand finale.**

Lauren Destefano

## Seasonal Colour Personality

The autumn personality is independent, passionate and ambitious. They have a strong moral compass and campaign for causes close to their heart. They love being outdoors and everything the natural world has to offer. Autumns love learning, history and value friendships and family. They can also be seen as bossy. The colours are rich, warm, intense although still muted compared to spring. The colours are representative of what we might see on an autumn day walking in nature - burnt oranges, fiery reds, earthy browns and deep greens. The colours are warm and comforting.

Other words we associate with autumn personalities are nostalgic, practical, fiery, efficient and integrity. Businesses that might suit an autumn colour palette are outdoorsy companies, organic food / fair-trade businesses / something animal related along with charities, community projects, journalism, department stores, something with a historical link or a brand that's well established.

## WARM ABUNDANCE

Keywords: WARMTH / TEXTURAL / SELF-CARE / COSY / SENSORY / COMFORT / ABUNDANCE

COLOUR PALETTE 01



A palette for really embracing all those lovely autumn qualities - rich bold colours, warming autumn sunshine and cosy hot chocolates. This palette is quite intense so will need to be balanced with some neutral colours or tints (the same colour with added white).



HEX  
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HEX  
B52D05



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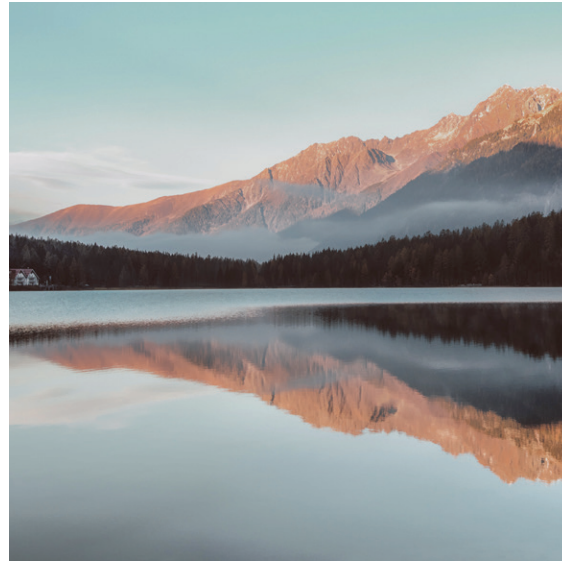
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HEX  
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## NATURALLY FRESH

Keywords: RENEWING / BEAUTY / CRISP / REFLECTION / CONTENTMENT / NATURE



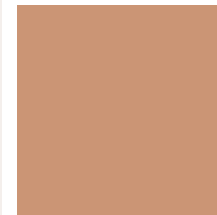
This palette reflects those cool fresh autumn days. It could be summed up as a big deep breath of fresh air. The cooler colours balance with the warmer terracottas and sage. For branding this palette would work well for naturally based businesses with an environmental angle. For illustrations use the lighter colours for backgrounds.



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HEX  
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HEX  
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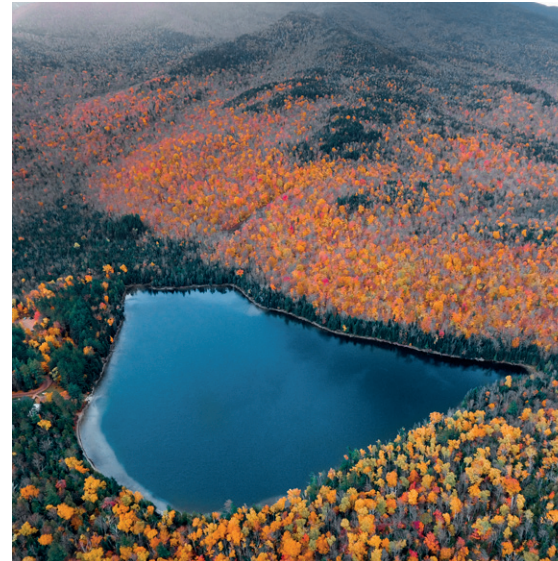
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HEX  
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## BRIGHT AND BREEZY

Keywords: BOLD / BRIGHT / SATURATED / INTENSE / BALANCE / JOYFUL / YOUNG



A palette inspired by those intense sunny days we often see in autumn - the bright blue skies and saturated colours in nature. As the colours are so intense tints will need to be introduced to help balance the rich tones. This palette could work well for a branding project where you choose 1-2 main colours and the others as accents.



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HEX  
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HEX  
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HEX  
BC0500



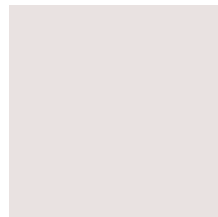
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## NOSTALGIC LOVE

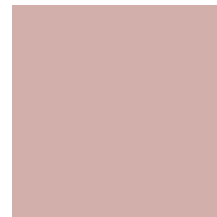
Keywords: FAMILY / TIME IN NATURE / NATURAL TEXTURES / WARMTH / NURTURING



Nostalgic Love is a very versatile palette that could be used for a variety of project from interior design to wedding stationery. The dusky pink moves this palette into a slightly more feminine vibe. Try changing the pink for a muted orange. The beauty of working with colours in this way is just by changing one tone the palette can take on another feeling.



HEX  
EEE8E8



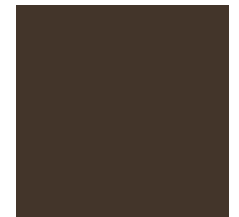
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HEX  
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HEX  
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## PURPLE RAIN

Keywords: MYSTERIOUS / DEEP / MAGICAL / LUXURY / YOUTHFUL / FEMININE / BEAUTY



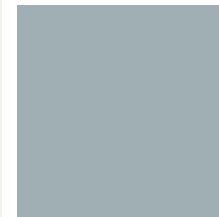
These colours exudes feelings of a youthful zest for life and love for the nature. The palette is warm, nurturing and friendly. The bright fuchsia could be used as a accent colour to really make something pop against the calmer colours. For the pattern designers, have fun choosing which colour as your main primary.



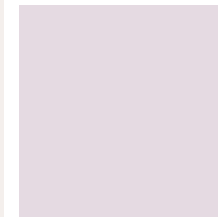
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HEX  
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## GOLDEN GLOW

Keywords: WARMTH / TRANSFORMATIVE / AUTHENTIC / SOOTHING / WELCOMING / ENLIGHTENING



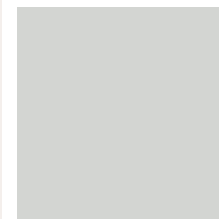
Golden Glow embraces the wonderful colours of the golden hour (a term often used by photographers for when the sun is starting to set). The colours come alive grasping hold of the final sunlight of the day. This palette would suit anything to do with adventure, travel and authenticity. In interior design choose one main feature colour and accessorise with the others.



HEX  
C5861D



HEX  
255B75



HEX  
DCDCDA



HEX  
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HEX  
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## VINTAGE VIBES

Keywords: WARM / RUSTIC / RUGGED / ADVENTURE / MASCULINE / VINTAGE / QUALITY



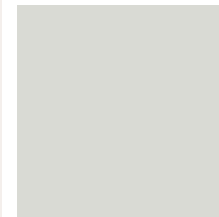
Vintage Vibes is a more masculine palette. It could be great for clothing brands or accessories depending on the style of products. There is an antique quality to the palette with the brown and greys, and the blue adds a modern twist. This could work well for a wedding photographer again depending on their particular style.



HEX  
31434D



HEX  
8C694D



HEX  
D0CDC6



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## ALL ABOUT THE RED

Keywords: ATTENTION / PASSIONATE / BOLD / FIERY / STRONG / NATURAL / CHRISTMAS



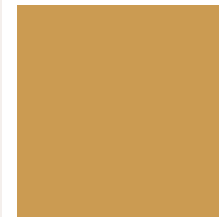
Whether you use this palette with the red as the main colour or an accent (for pops of colour) the intensity of the colour will always draw the eye to it... so use it wisely. This palette would also work well for a vintage christmassy vibe.



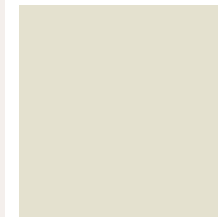
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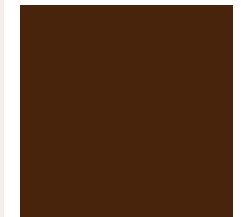
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HEX  
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HEX  
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HEX  
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# COSY AUTUMN

Keywords: WARM / NOSTALGIC / NATURAL / NATURE / ORGANIC / EARTHY / AUTHENTIC



Cosy Autumn instantly makes you feel warm and welcomed. This palette could work well for coffee shops and cafes. It could also work well for natural foods, soaps, candles etc. The palette is rich so be careful how you use the colours together, maybe use tints of the middle sand colour as lighter neutrals to break colours up.



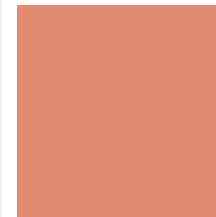
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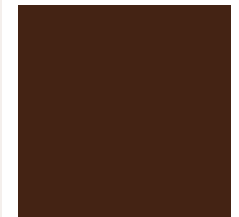
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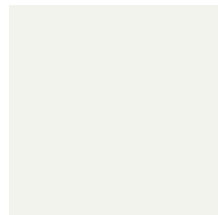
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## AUTUMN DAZE

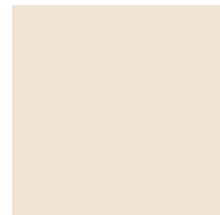
Keywords: COOL / CALMING / NEUTRAL / CHOCOLATE / VINTAGE / HAZY / BALANCED / ORGANIC



Autumn Daze is a calming palette that would suit places and spaces wanting to evoke a feeling of warm tranquility. This palette could suit health and wellbeing businesses and interiors as well as cosy coffee shops. The tones of browns give off an earthy, natural tone that will come across in any design work so the subject matter needs to relate.



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**F7F6F2**



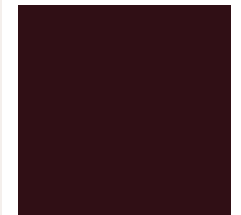
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**HEX**  
**B28D7A**



**HEX**  
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# COLOUR INSPIRATION

*Gimme more!*



The Colour Cafe is a brand new offering. We will catch up on a 1-1 zoom meeting where we will work through your own brand colours. Before the call I will send you a questionnaire to learn more about your business. And together, by the end of the 60-90 minute chat you should have a brand colour palette that represents you and your business along with attracting the right people to your products or services.

Please email to book in [hello@fayebrown.co.uk](mailto:hello@fayebrown.co.uk)



I hope you enjoyed this book. If you would like to explore more about the wonderful world of colour and the power it can have in your design work please check out my class: **Branding Uncovered: Color Palettes - The Power of the Perfect Palette**

Free trial with this link: <https://skl.sh/2QWuaZx>

