Using Color

Guidelines and Examples
Color can

- Create unity
- Show importance
- Excite
- Annoy
Using Color

- Stick to a theme
- Limited number of colors
- Complimentary colors
Choosing Colors

- Palettes in slide software
- Using a Picture
- Finding a Palette
Creating a Color Palette
Color Palette Generators

From Canva

https://www.canva.com/color-palette/
Most-followed apparel brands on Twitter 2017 Leading fashion brands on Twitter as of January 2017, by followers (in millions) data

Yves Saint Laurent
Gucci
Dolce & Gabbana
Louis Vuitton
Dior
Burberry
Marc Jacobs
H&M
Victoria’s Secret
Chanel

The most-followed apparel brands on Twitter in January 2017, measured in millions:

- Yves Saint Laurent
- Gucci
- Dolce & Gabbana
- Louis Vuitton
- Dior
- Burberry
- Marc Jacobs
- **H&M**
- Victoria's Secret
- Chanel
Color can create feeling

Most-followed apparel brands on Twitter January 2017
(in millions)

Yves Saint Laurent
Gucci
Dolce & Gabbana
Louis Vuitton
Dior
Burberry
Marc Jacobs
H&M
Victoria's Secret
Chanel
Relationships

**Most-followed apparel brands on Twitter January 2017**
(in millions)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yves Saint Laurent</td>
<td></td>
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<tr>
<td>Gucci</td>
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<tr>
<td>Dolce &amp; Gabbana</td>
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<td>Louis Vuitton</td>
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<td>Dior</td>
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<td>Burberry</td>
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<tr>
<td>Marc Jacobs</td>
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<td><strong>H&amp;M</strong></td>
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<tr>
<td>Victoria’s Secret</td>
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<tr>
<td>Chanel</td>
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**Value of the leading global apparel brands 2017**
(in million U.S. dollars)

<table>
<thead>
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<td><strong>H&amp;M</strong></td>
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<td>Nike</td>
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