

DIVINE INCOME ACADEMY

ChatGPT
BRAND COLORS

A STEP-BY-STEP GUIDE TO
STRUCTURING YOUR BRAND COLORS

INTRODUCTION

The Power of Color in Branding

Colors play a crucial role in business branding because they evoke emotional responses and can significantly influence customer perception and behavior.

They help create a visual identity that resonates with your target audience, conveys your brand values, and sets you apart from competitors.

INTRODUCTION

The Power of Color in Branding

The right color scheme can enhance brand recognition, build trust, and even influence purchasing decisions.

In essence, colors are not just a design choice; they are a powerful tool in shaping how your brand is perceived and remembered.



INTRODUCTION

Simplified for You

In the upcoming chapters, you'll find prompts that you can easily copy and paste into ChatGPT, along with clickable links to recommended websites.

I've also included some pro tips throughout the chapters, so be sure to read everything carefully!

CREATE A COLOR PALETTE WITH HEX CODES

[Click here to access your worksheet and easily input your color hex codes.](#)

INTRODUCTION

Understanding Primary Colors in Business Branding

Question for ChatGPT (copy and paste):

Can you provide an overview of the primary colors used in business branding?

For each color, explain the psychological impact and the emotions or associations this color can evoke in the target audience.

CREATING COLOR PALETTES

For the next steps, you'll need a short niche statement, a target audience statement, and a clear understanding of your brand's mission and vision.

This is important because knowing who your target audience is and what you aim to help them with allows you to identify the emotions you want them to experience.

From those emotions, we can select the primary color for your brand.

If you're still working on these foundational brand statements—or want to strengthen them further—you can click the button on the next page to access my digital marketing course.

It's designed to help you craft impactful brand elements with ease.

This is an incredible opportunity for aspiring entrepreneurs, established business owners, and anyone navigating the digital marketing and business world, whether you're a beginner, intermediate, or expert.

The Divine Income Academy offers exceptional value, providing all the knowledge you need for this journey, along with strong community support.

With the Digital Wealth Academy Affiliate Program, you'll be able to learn all you need to know about monetizing online with digital marketing, as well as being able to re-sell the course for 85% of the profits.

More information is available on the website which you can access by clicking the button below.

[Click here to visit the Divine Income Academy.](#)



CHOOSE A PRIMARY COLOR

Choose the color that best aligns with the three key emotions or qualities you want your business to evoke in your target audience.

- Luxury
- Wisdom
- Royalty

- Trust
- Stability
- Professional

- Growth
- Health
- Wealth

#800080

#0000FF

#008000

- Energy
- Urgency
- Passion

- Enthusiasm
- Adventure
- Youthful

- Optimism
- Creativity
- Warmth

#FF0000

#FFA500

#FFFF00

PRO TIP!

Once you've selected your primary color, be sure to ask ChatGPT for the hex code of the pastel version. You'll find the prompt below.

Pastel colors offer a softer, more calming aesthetic. Rather than opting for a bold hue, consider whether a pastel version might be a better fit for your brand's tone.

Next, you can build a color palette with your pastel color as the primary, and I'll guide you through that process on the following pages.

Question for ChatGPT (copy and paste):

```
Can you provide me with  
the hex code for the  
pastel version of [insert  
chosen primary color  
here]
```

CREATE A COLOR PALETTE WITH HEX CODES

You're now ready to start building your brand's color palette!

To lay the foundation, we'll begin by asking ChatGPT to generate the colors and corresponding hex codes you need.

On the next page, you'll find a ready-to-use prompt to copy and paste into ChatGPT.

Then, on the following page, use the worksheet to document the hex codes generated, allowing you to save your color choices and easily create your Adobe palette from this reference.

CREATE A COLOR PALETTE WITH HEX CODES

I need a color palette for my brand that matches the primary color (*Type your chosen primary color here*).

Could you generate a palette with a range of complementary colors, including secondary, accent, background, and text colors, and provide the corresponding hex codes?

- The secondary color should harmonize with the primary color and enhance my brand's look and feel.
- The accent color should be a vibrant complement that adds visual interest without overpowering the primary color.
- The background color should be a clean white or a warmer shade of white, if it aligns well with the palette.
- The text color should be a true black or a dark neutral that maintains readability.

This palette should be suitable for use in Adobe software and align well with my brand identity (*Type your short niche statement here*) for my logo and website.

CREATE A COLOR PALETTE WITH HEX CODES

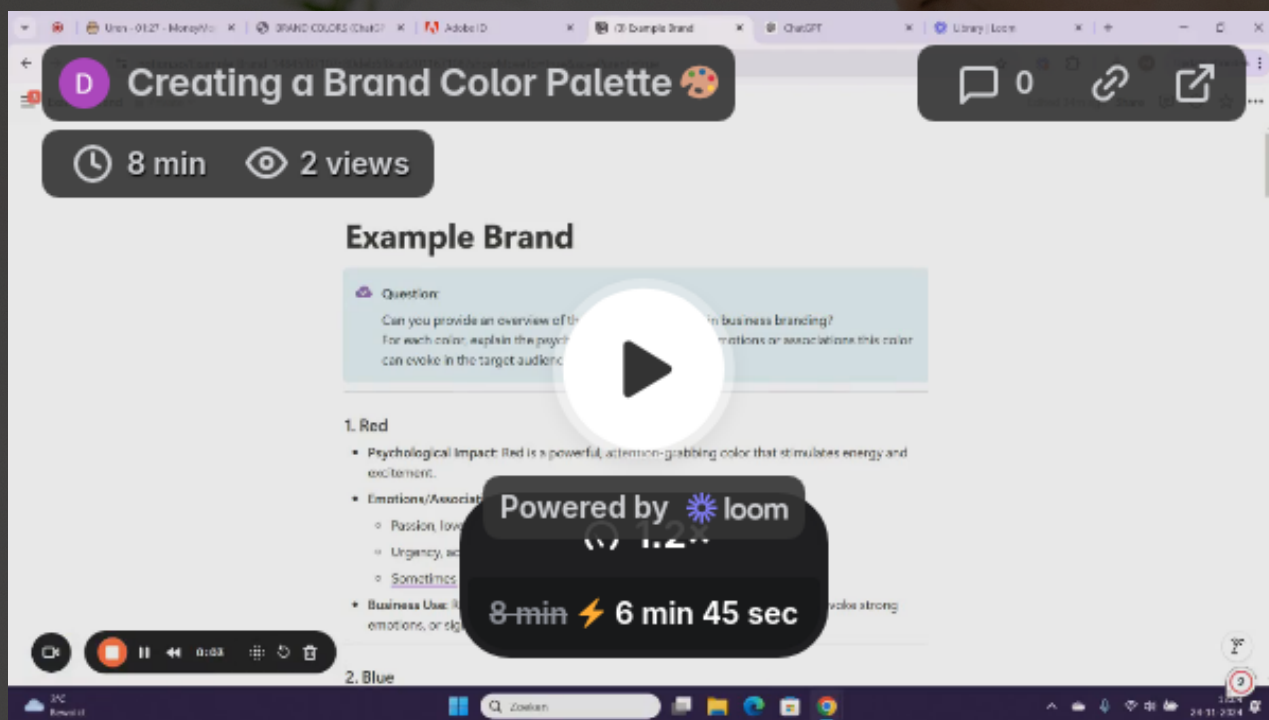
Adobe Color

[Click here to visit Adobe
Color and create your
account.](#)

Or Search on Google for Adobe Color.

CREATE A COLOR PALETTE WITH HEX CODES

Video Instructions



Click on the embedded video to learn how to create a stunning color palette using ChatGPT and Adobe.

[You can also watch the video by clicking here.](#)

CONGRATULATIONS!!!

Congratulations on completing this e-book! 🎉

If you've followed all the steps, you now have your custom brand color palette and are ready to start creating your logo, website, and so much more.

For more opportunities to grow, click the link below and embark on your Divine Income journey.

The Divine Income Academy empowers aspiring entrepreneurs to create passive income, helping you break free from survival mode so you can focus on your passions and inspirations.

Thank you for your time and dedication.

I look forward to sharing more amazing content with you soon! ✨

**[Click here to visit the
Divine Income Academy.](#)**

