

## Brand Color Scheme Analysis

Laser Cosmetic Solutions  
Day Medical Salon

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### Primary Color



Dark red generates a variety of undesirable references for the cosmetic medical industry including blood, flesh, age, and aggression. This can be a difficult color to harmonize and tends to result in overall heaviness and weight to any design when applied in large areas of solid color.

### Secondary Color

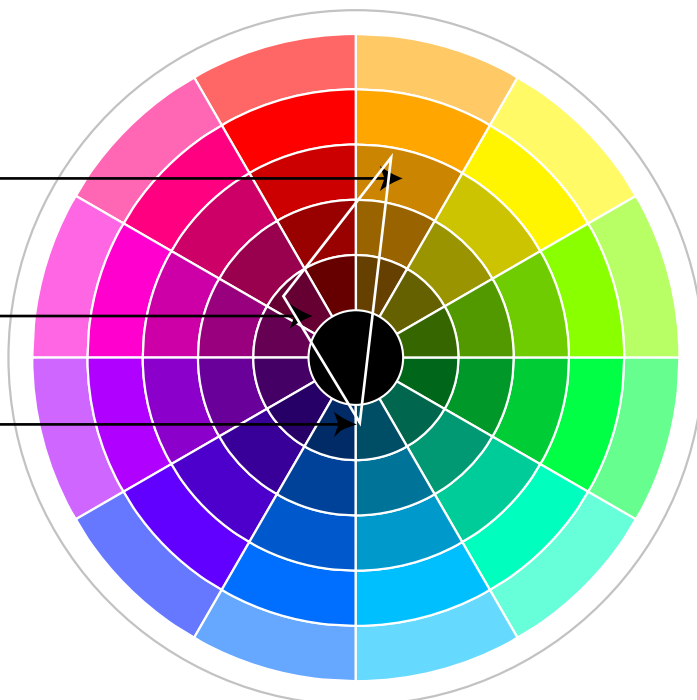


Secondary color is a dark yellow which tends to indicate age, as well as a lack of health.

### Tertiary Color



The shade of blue used on the website does not contrast well with the dark shade of red and tends to add unnecessary weight to the brand.



Current scheme combines analogous and complimentary colors which are spread too far apart across the color wheel.