

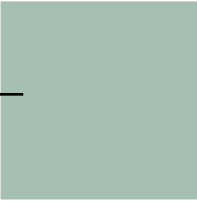
Brand Color Scheme Analysis

Laser Cosmetic Solutions
Day Medical Salon

June 24th, 2006

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Primary Color



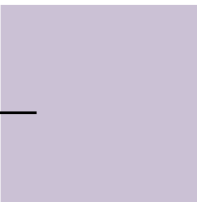
Mint-Green indicates freshness (think cucumbers and and tea), nature, and an emotional sense of calm as well as maintaining a visual connection to the world of medicine (think medical scrubs). This neutral color is appealing to both men and women.

Secondary Color

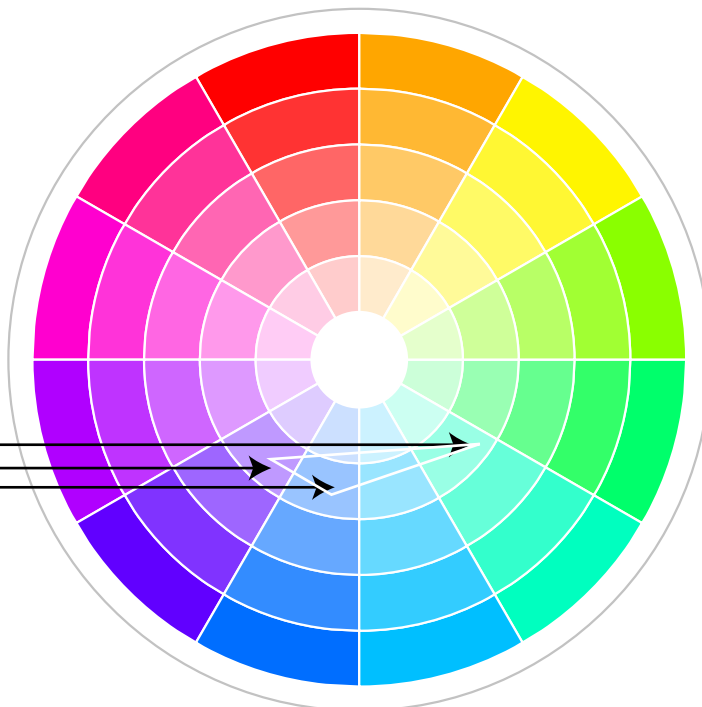


Secondary color is a medium-light blue “memory color” that reminds viewers of real-world places and environments like the ocean and and the sky. In this lighter shade, this color also indicates openness and calm, making it a good color for reflection, introspection and meditation.

Tertiary Color



To infuse some warmth to the palette purple is an excellent color that also conveys a sense of modern technology as a common color associated with new-age philosophies.



Proposed color scheme is built on an analogous section of the color wheel in a lighter value-range than existing colors.

Extensive use of white-space is also recommended to convey a sense of space and cleanliness.