

Interactive Color Personality Quiz

Discover Your Brand's Perfect Palette

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Question 1: What's your primary business goal?

- A) Build trust and credibility → Blue family
- B) Stand out and grab attention → Red/Orange family
- C) Convey premium quality → Black/Gold family
- D) Emphasize natural/healthy → Green family

Question 2: How do you want customers to feel?

- A) Safe and secure → Blue/Navy
- B) Excited and energized → Red/Orange
- C) Sophisticated and successful → Black/Purple
- D) Calm and balanced → Green/Earth tones

Question 3: What's your industry?

- A) Finance/Healthcare/Technology → Blues and greens
- B) Food/Entertainment/Sports → Reds and oranges
- C) Luxury/Premium services → Black, gold, deep colors
- D) Natural/Organic/Wellness → Greens and earth tones

Question 4: Who's your target audience?

- A) Conservative professionals → Traditional blues/grays
- B) Young, energetic consumers → Bright, bold colors
- C) Affluent, sophisticated buyers → Muted, premium colors
- D) Health-conscious individuals → Natural, organic colors

Question 5: What's your global reach?

- A) Local/Regional only → Choose freely based on local culture
- B) Western markets primarily → Standard color psychology applies
- C) Global including Asia → Research cultural meanings carefully
- D) Specific cultural focus → Prioritize cultural appropriateness

Your Color Personality Results:

Mostly A's - The Trustworthy Professional

Your ideal palette: Navy blue primary, light blue secondary, gray and white accents Perfect for: Financial services, healthcare, B2B technology, professional services

Mostly B's - The Energetic Disruptor

Your ideal palette: Bold red or orange primary, yellow accents, white or black contrast Perfect for: Retail, entertainment, food service, fitness, startups

Mostly C's - The Sophisticated Premium

Your ideal palette: Black or deep navy primary, gold or silver accents, minimal color Perfect for: Luxury goods, high-end services, premium technology, exclusive brands

Mostly D's - The Natural Harmonizer

Your ideal palette: Forest green primary, earth tone secondaries, natural wood/stone accents Perfect for: Organic products, wellness services, environmental brands, outdoor gear