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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

What's Color Have To Do With It?

By Maria Marsala

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I bet you'd be able to tell me, in 10 seconds or less, the colors that McDonalds, Burger King, K-Mart and Wal-Mart use. That's because they have used these colors, their logos and even their slogans to "brand" themselves. Branding helps clients "remember you".

As a business owner, you too can "brand" your business. An example would be my website, Welcome Kit, forms, business cards etc. They all contain the same colors, fonts, logo, and graphics. Actually, even my website name "coach maria" brands me. I've met individuals who think they "know" me, or have met me before, however, I don't know them! When we figure out where they know me from, it's from a discussion group or my website. Branding works!

Take the time now, as you start your business, to decide what colors you'll be using in your branding campaign. A few things to remember about colors: a) Colors may appear different when used in print media (such as your brochure) vs. on the Internet. b) Different browsers (Microsoft Internet Explorer, Netscape Navigator) show colors differently. c) The same color on different parts of a page (the background and border, for example) may look different, even in the same browser. d) On the Internet, white is a color. If you do not "name" it white, then it will appear as gray on Netscape.

So before you decide on a color for your website, check the color in a few browsers. In fact, if you're a web designer,

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designing a color page may be helpful for your clients. You can view a sample color page at <http://www.coachmaria.com/colors.html> Use the websites below to assist you in choosing colors for your business.

Psychology of Color, Sandra K. Webster Online slide presentation.
<http://unix1.psych.westminster.edu/psycs29/COLOR/>

How Does Color Affect Your Life? Various articles.
<http://www.colormatters.com/entercolormatters.html>

Lists what each color denotes and includes a color planning guide. <http://www.para.com/pages/color/psych.htm>

Colorwise Career and Personality Test.
<http://www.colorwize.com/payment.htm>

Reference Colors and Tutorials
http://hotwired.lycos.com/webmonkey/reference/color_codes/

Color Theory 101.
<http://www.webdesignclinic.com/ezine/v1i1/color/>

HTML 101 Part 4 Colors.
http://html.about.com/library/nosearch/bl_class4-4.htm

Color Chart and Character Resources for Web Designers.
<http://www.visibone.com/>

HTML Color Charts – Simple to Use RGB Hexadecimal Colors.
http://html.about.com/library/bl_namedcolors.htm
<http://www.geocities.com/Athens/8323/chart.html>
<http://www.autumnweb.com/Roxys/2WebPageHelp/4HTMLcolors.html>
<http://users.rcn.com/giant.interport/COLOR/1ColorSpecifier.html>
<http://www.artistic-designers.com/bkgds/colorchart.html>
<http://www.colorschemer.com/online/>

Color graphs for interior designers, graphic artists, web designers and you if you enjoy playing with color.
<http://www.colormix.com/>
<http://www.zspc.com/color/index-e.html>
<http://eyedropper.inetia.com/HTML/eng/default.asp>

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with individuals as they design, start and grow their business or career around what they love to do. Visit <http://www.CoachMaria.com> to subscribe to "Growing You and Your Business" a free weekly online newsletter.

Sign It With Your Signature Color - Tips On Finding The Color That Says You

By "Bridget P. Allen"

Everyone has that one color they favor. Whether it is your preferred color that has been your favorite since you were little or just a color that looks fabulous with your hair color and skin tone, consider creating this shade your signature. Whatever the color, make sure that it looks well with your skin tone, eye color, and hair color before you make the decision to call this particular hue your signature color. No one wants a signature color you are unable to wear due to it clashing with your natural appearance. Also, know when you limit using your signature color, because it can quickly turn from clever and classy to quirky and tacky. It is not necessary for you to dress head to toe in your signature color. Instead, consider using your signature color in the following ways:

Creating your signature

Once you have determined what color will be used as your signature, work to incorporate this color into your wardrobe. Again, not everything in your closet needs to be of your specific signature hue. Consider using this color as an accent to the neutral tones that should dominate your closet, including black, white, ivory, brown, gray, and navy. Use your signature color in unique pops in all aspects of your wardrobe and your surroundings.

Use your signature color in your home to express your real self

In addition to using your signature color to accentuate your wardrobe, also use this favored color to accentuate your home. Whether you paint an accent wall in this great hue, choose a rug with your favorite color, use decorator pillows in your shade of choice, or incorporate towels of this color into your design, your signature color can work in your home the same way it can work in your wardrobe.

Accentuate with accessories - Accessorizing with personal flair

Consider using your signature color in a few poignant accessories incorporated into your wardrobe. Consider purchasing a brooch or faux flower corsage in your favorite shade to affix to your jacket lapel, sweater, or shirt. Look into purchasing a fantastic pair of shoes in your signature color as a unique pop that will benefit any wardrobe. Look to include a killer purse in your favorite hue that is sure to complement any item in your closet. Furthermore, use a scarf with your signature color or choose to incorporate a pretty ribbon into your hairstyle, serve as a belt, or even be used as a choker!

Bridget Allen has worked for many years in the fashion industry, at a senior level, and she has written an amazing totally free fashionista minicourse that will thrill, entertain, and most importantly educate you about what you absolutely need to know about fashion. Get the free course "Fashionista Essentials" now at

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