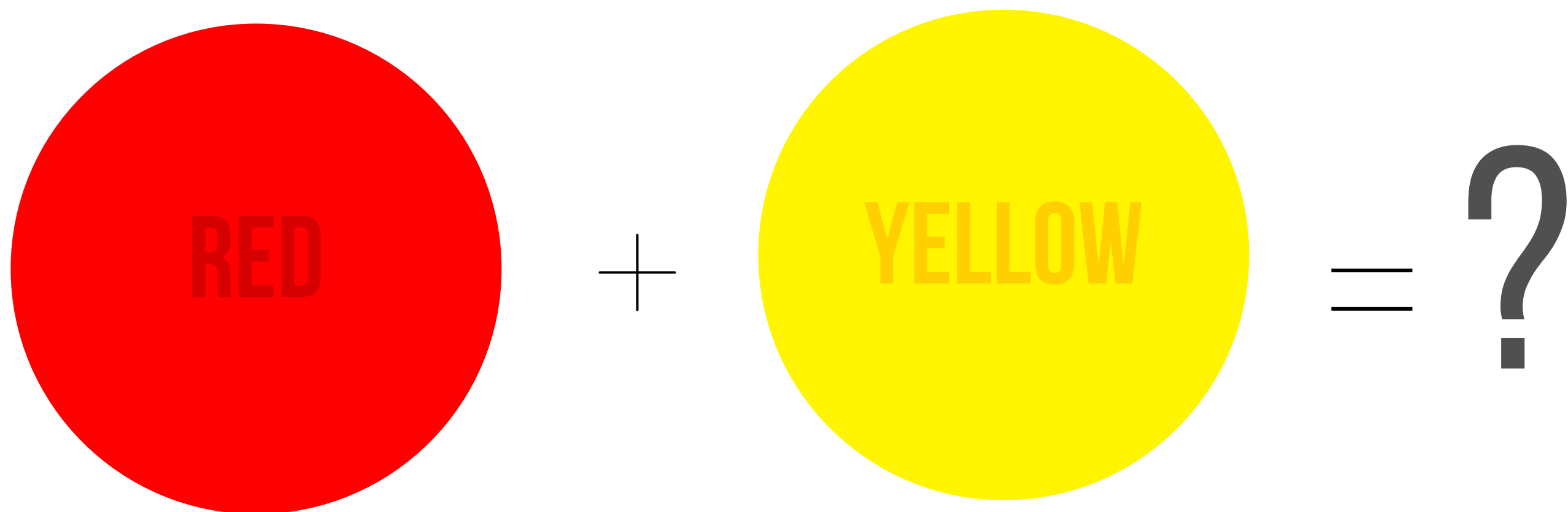
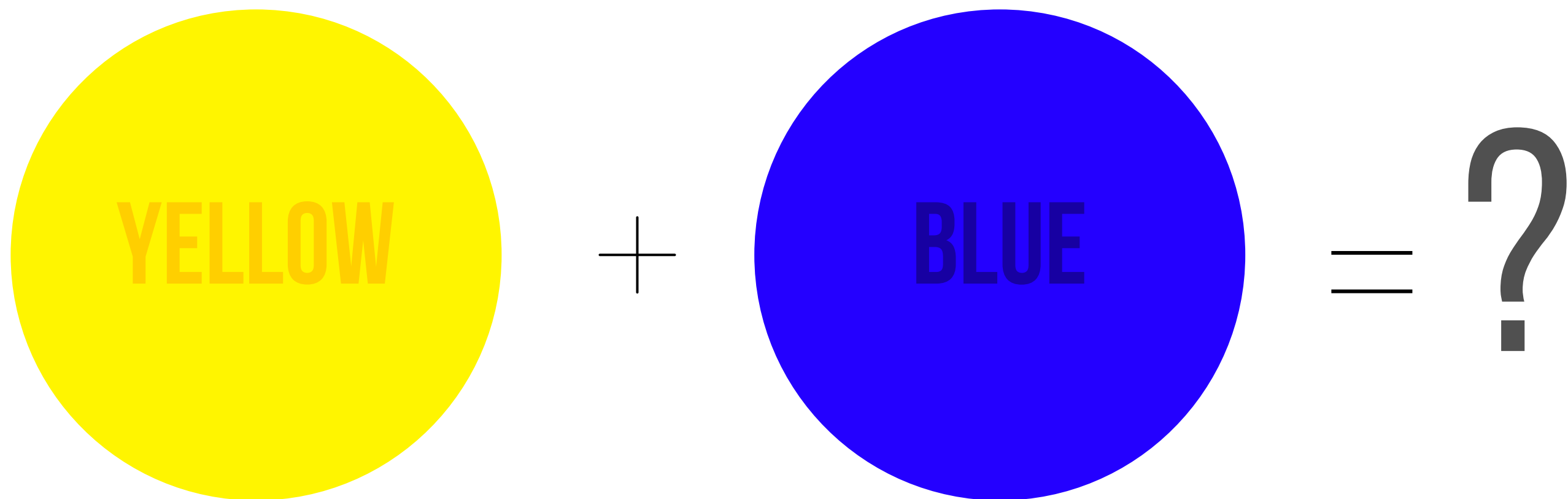


COLORIMETRY

COLORS



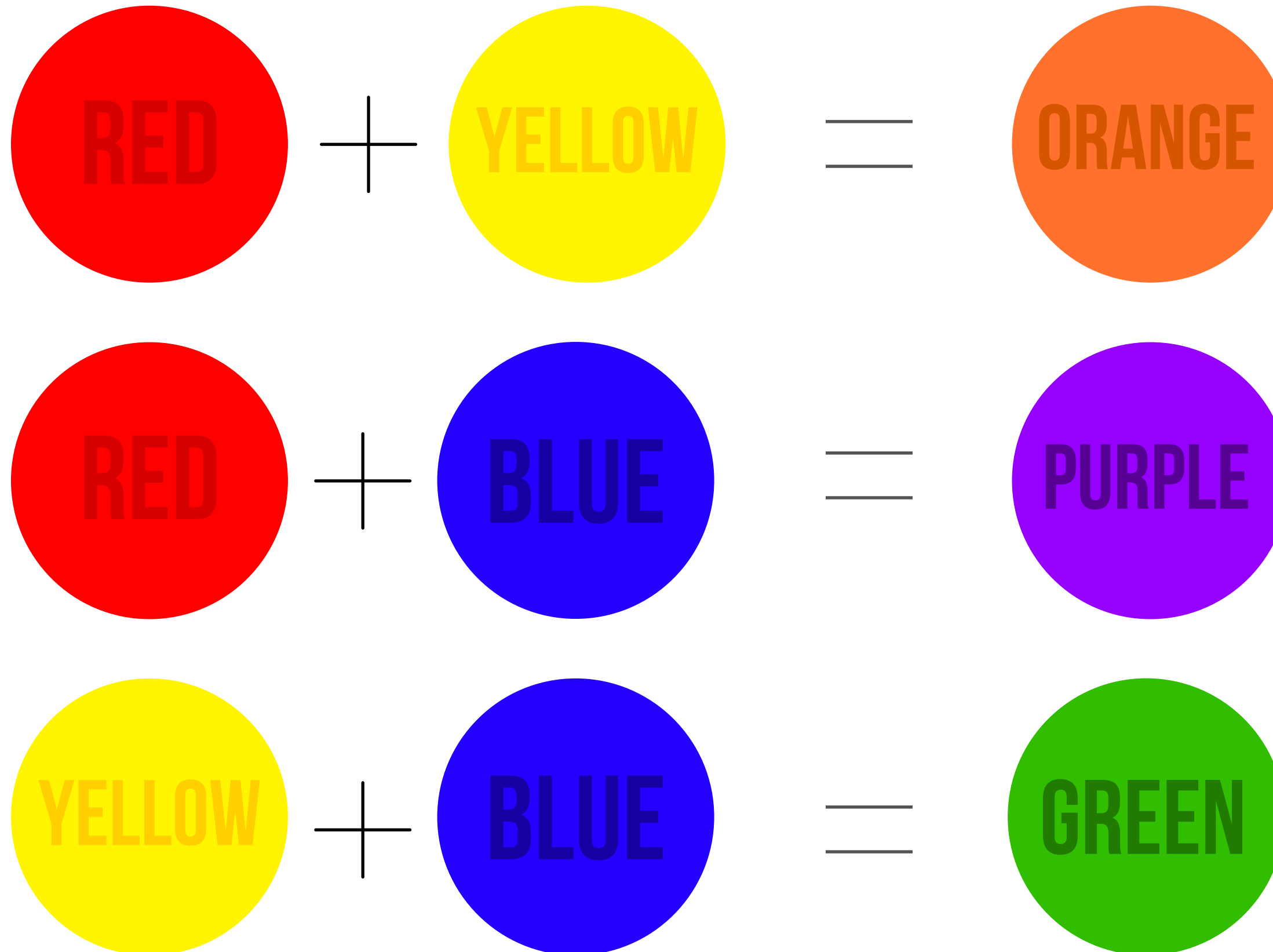
Primary colors

RED

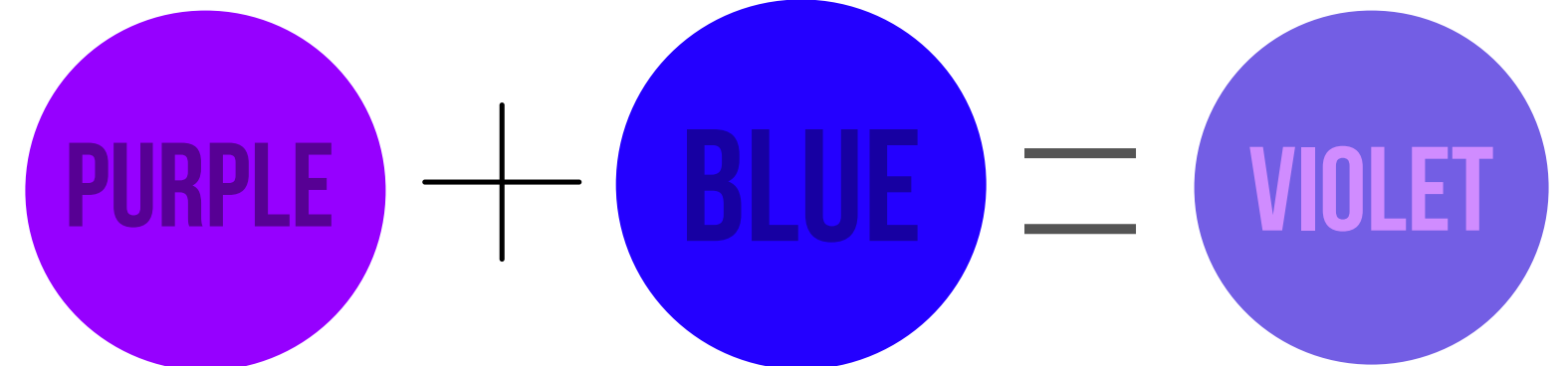
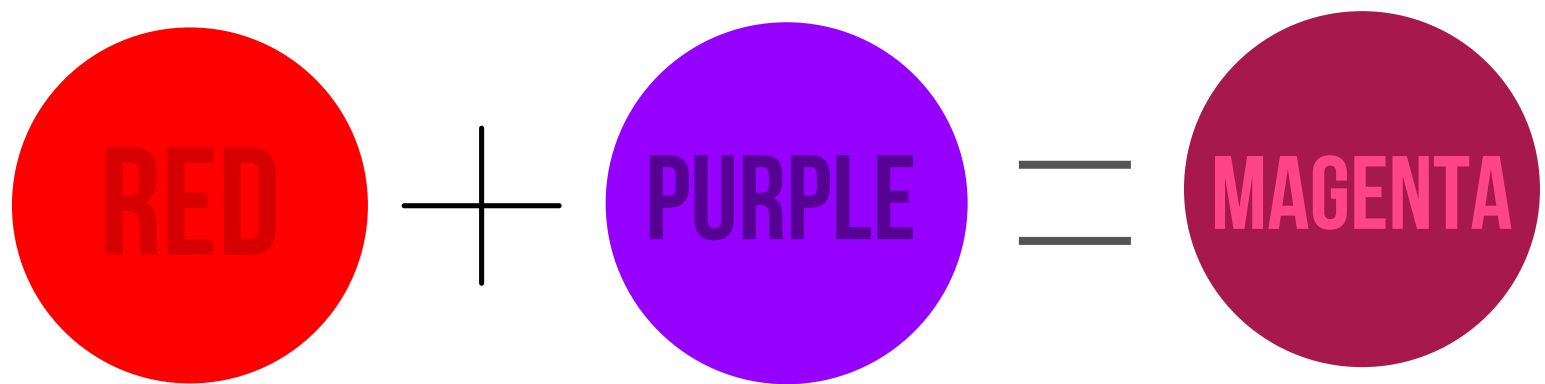
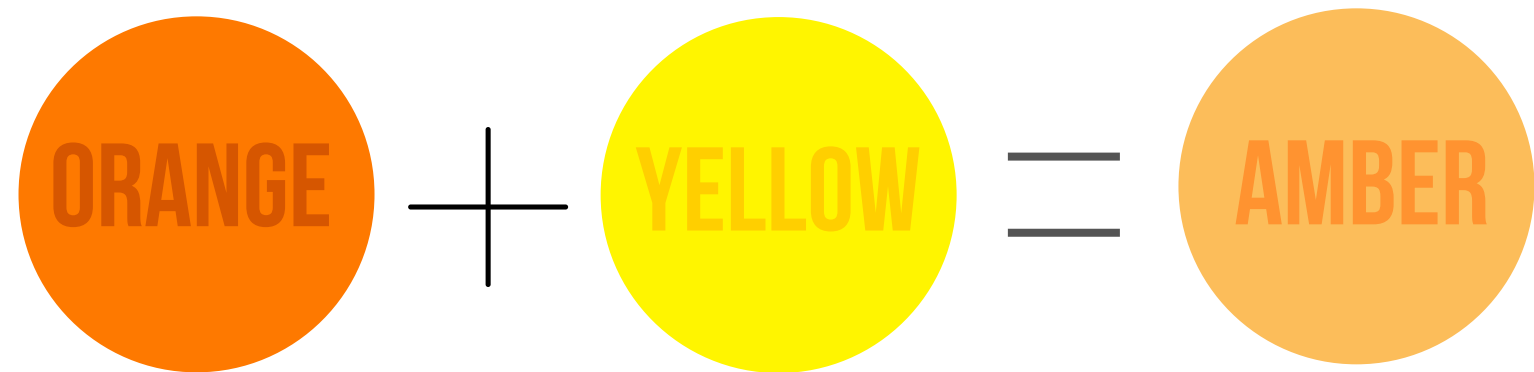
YELLOW

BLUE

Secondary colors

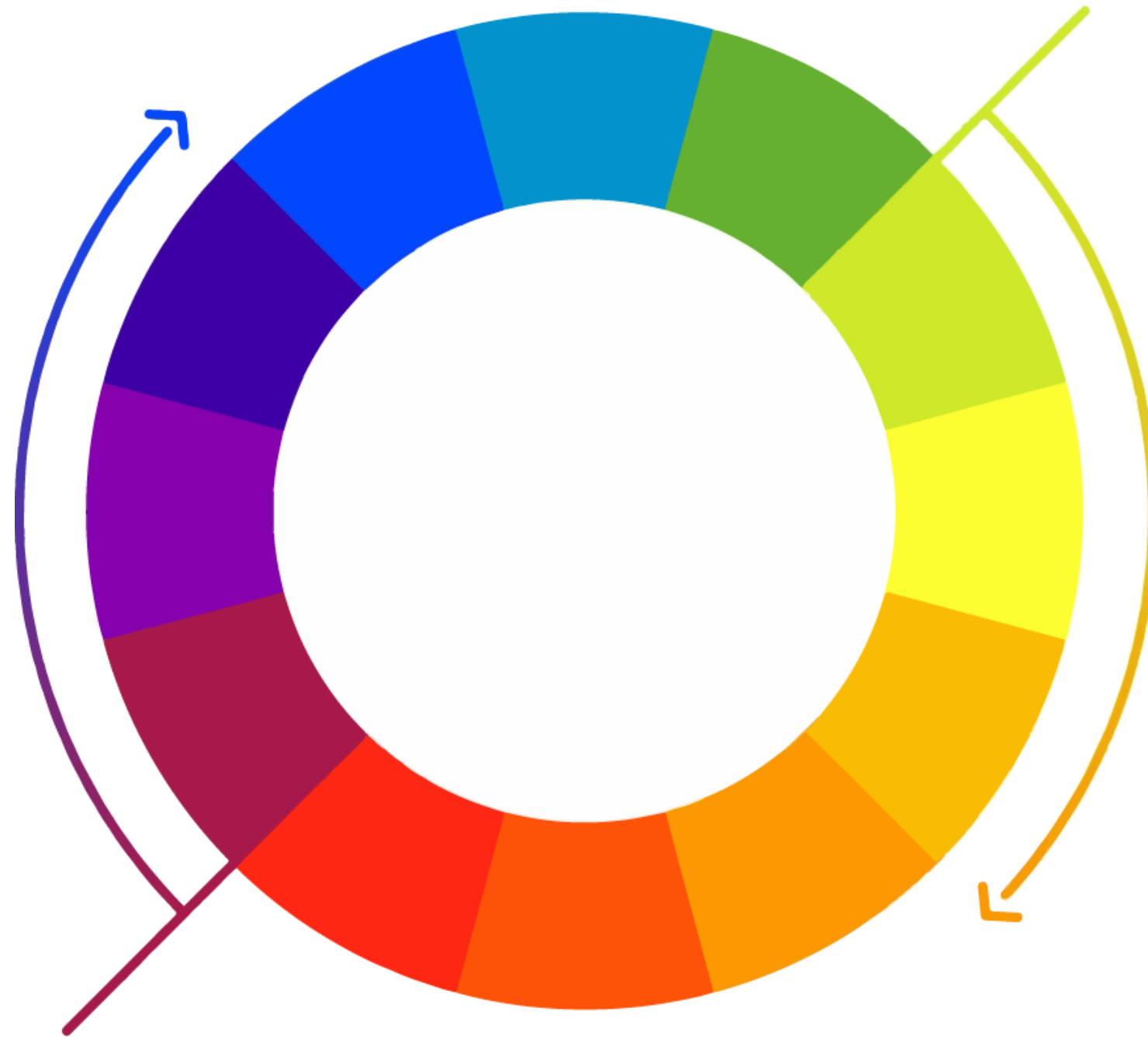


Tertiary colors



Cool and warm colors

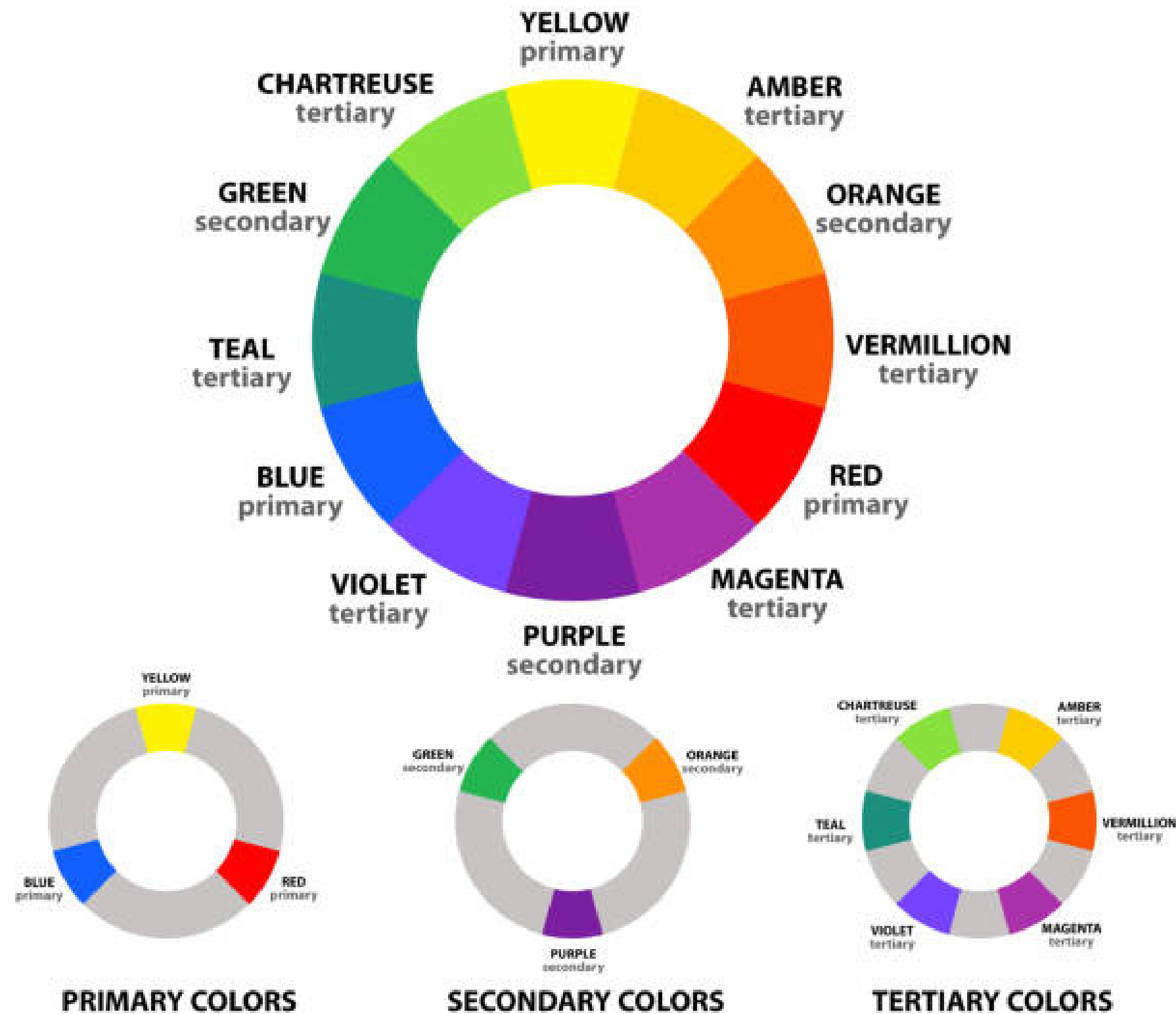
COOL



WARM

In brief

COLOR WHEEL



Hue

RED

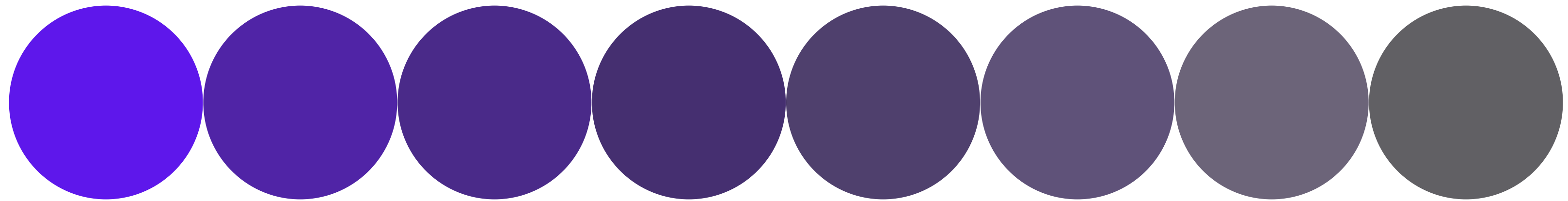
ORANGE

YELLOW

GREEN

BLUE

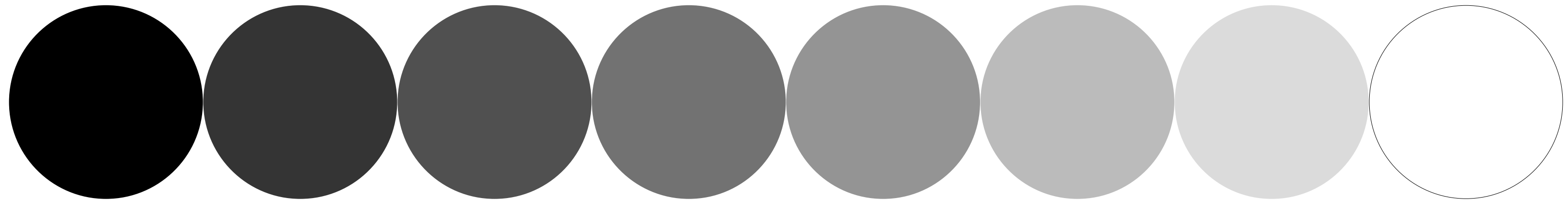
Saturation



High saturation

Desaturation

Luminance



Dark

Midtones

Light



Color meanings

PASSION

LOVE

ENERGY

STRENGTH

ANGER

DANGER

Color meanings

CALM

SADNESS

RESPONSIBILITY

TECHNOLOGY

STABILITY

CONFIDENCE

Color meanings

**NATURAL
ENVIRONMENT**

**HEALTH
JEALOUSY**

Color meanings

OPTIMISM
JOY

CHEER
CREATIVITY

Color meanings

SOCIABILITY
YOUTH

FRIENDSHIP
VITALITY

Color meanings

PURPLE

ROYALTY
MYSTERY
NOBILITY

RED

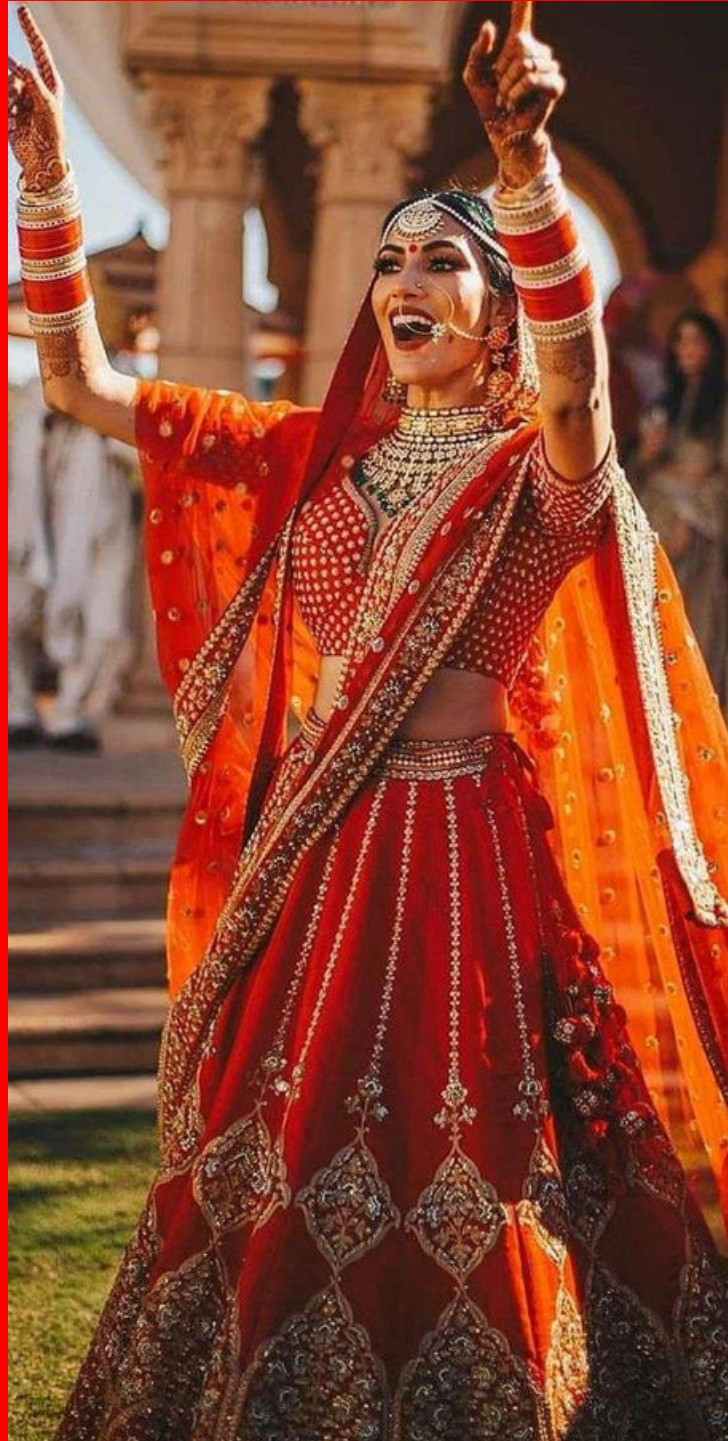
LUXURY
AMBITION
TRANSGRESSION

Black&White

WHITE

BLACK

The Meaning of colors in cultures around the world





SHAPES

Vertical and horizontal

STRENGTH

COURAGE

DOMINANCE

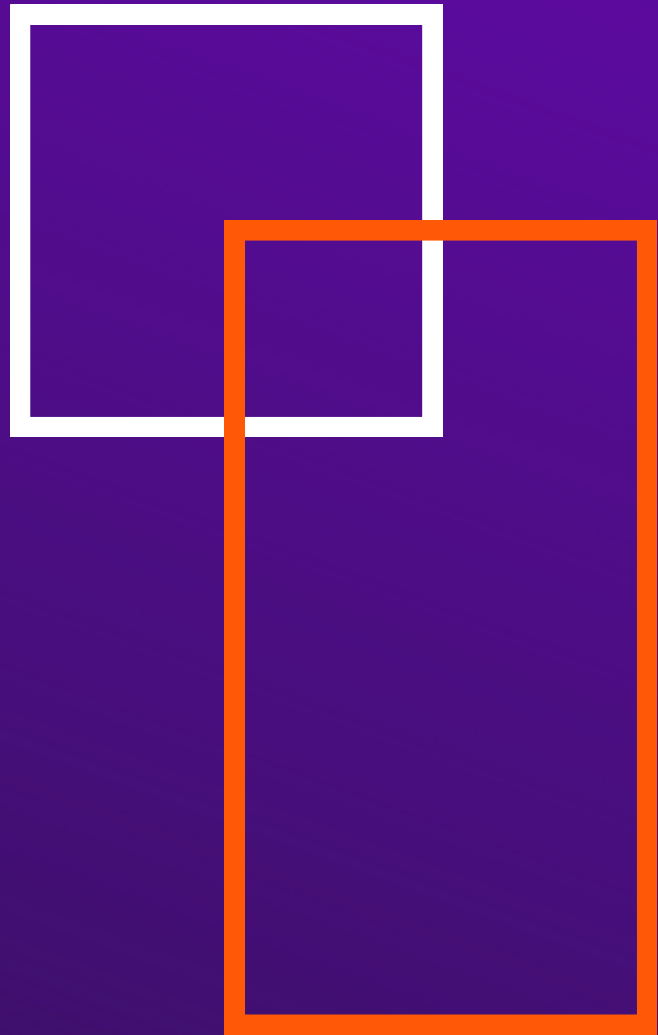
PROGRESS

COMMUNITY

TRANQUILITY

CALMNESS

Squares, rectangles and diamond



STABILITY
SOLIDITY
SECURITY
EQUALITY



STABILITY
SOLIDITY
SECURITY
EQUALITY

Squares and rectangles

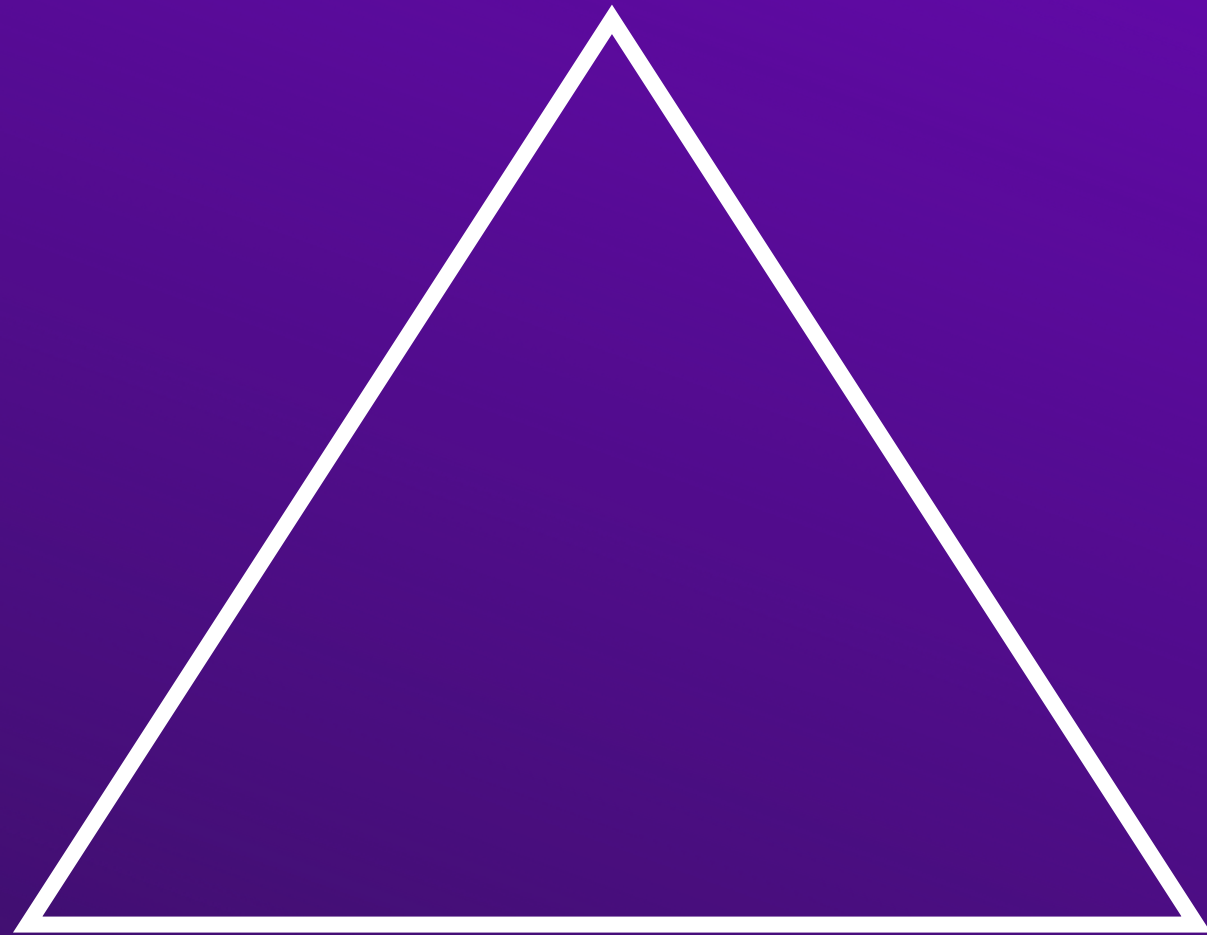
PERFECTION

INFINITE

HARMONY

PROTECTION

Squares and rectangles



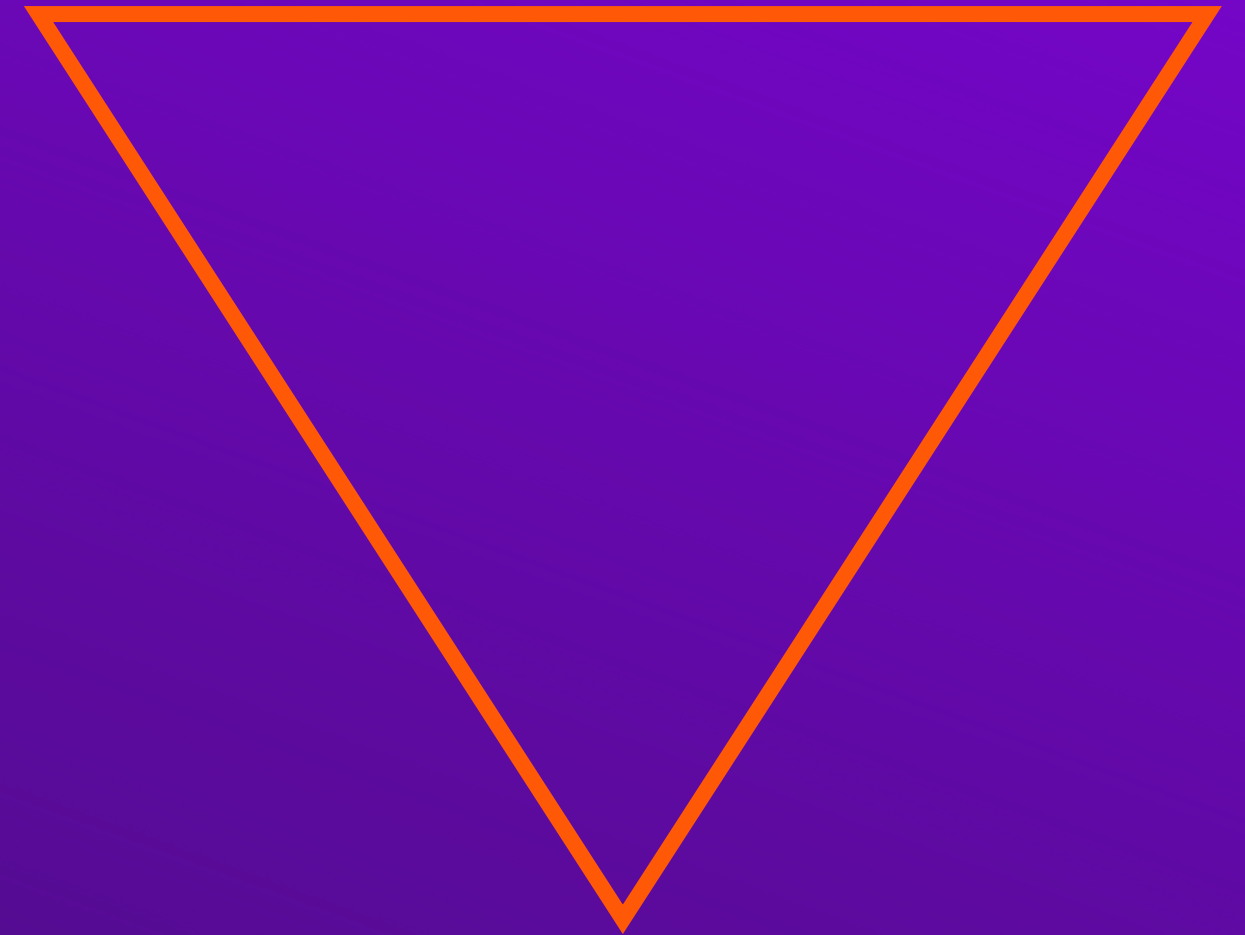
HARMONY

PROPORTION

BALANCE

PROGRESS

SUCCESS



Some shape and color combinations
have **instant** associations





THANK YOU

Now let's get serious....

Create your political party

Logo

Visual identity

Slogan

Description



Election

Defend your
political party



Election

ORANGEPARTY

ECOPARTY

GREENPARTY

PRU

SYMBIOSIS

ENL