

# Contrast & Colour Palette



**Slidesho.**

The presentation agency

— Est. 2008 —

## Colour

### Selecting the right colour palette can be tricky business.

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If you are preparing a presentation on behalf of an organisation, it's quite likely that you will be working with an existing presentation template that has the correct elements already in place, eg. the correct fonts, corporate colour palette, logo, as well as company photographic stock.

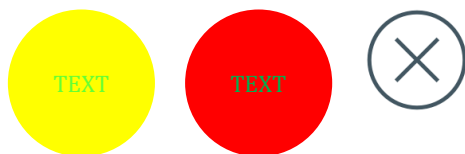
If a corporate template is not available or it has not been created properly, setting up a colour palette upfront will save a lot of formatting time in the long run and will also ensure consistency throughout the deck. This will create a more coherent and professional look.

To set up the colour palette you will firstly need to get your hands on the company Brand Guidelines which will hopefully have all the colour values. For PowerPoint you will need to note down the RGB (Red, Green, Blue) values and not the CMYK values which are used for print purposes.

If on the other hands you are creating something from scratch, there are a number of things to keep in mind:

#### Fluorescent and bright colours:

Fluorescent colour combinations should be avoided at all times, I'm referring to the type that make you want to run out the door and grab a pair of sunglasses. Not only are they not very attractive, they are very difficult to read and can cause headaches.



#### Low contrast colour combinations:

Whilst these may look ok on a monitor, chances are they will not project well and if the lighting in the room is too bright your audience will probably have a very hard time trying to read the text.



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## White backgrounds:

One of the advantages of having a presentation template with a white background is that it can be easier to work with images as less cropping of backgrounds is required. If you're working with a presentation with a coloured background you may need to crop the background and set it to transparent.



## High contract colour combinations:

These are the most impactful and recommended for most presentations, especially conference presentations in a large auditorium setting. Something to keep in mind is that presentations with a dark background will cost a lot more to print than if the colours were reversed (eg. black on white is more cost effective than white on black). A good tip here is to save the dark backgrounds for cover pages, agenda slides, divider slides, etc.

Here are some colour combinations we like.



## Complementary colours:

These are colours that sit opposite each other on the colour wheel (for example yellow and blue). Complementary colours do not work well with text and should be used sparingly.



## Split-Complementary colours:

This can be a fail-proof way of getting the colours right. There is a base colour as well as the two colours adjacent to its complement.



## Analogous colours:

This is a selection of colours that sit side by side on the colour wheel. They work well together, they give a harmonious feel.



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## Colours inspired by a hero image:

Be guided and inspired by a hero image, and always remember to have a little bit of fun with your colours!



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