

# Color Power Designer

What color is  
your true design?

Step 1

**1. VISUALIZE YOURSELF:** Let's begin by finding out what is your favorite color. What is your color? Put an X in the correct block.

RED

☐

GREEN

☐

BLUE

☐

YELLOW

☐

**2. DESCRIBE YOURSELF:** Put an X in the block besides the word that best describe you.

1. Self-confident

☐

1. Structured/Rigid

☐

1. Sensitive to Others

☐

1. Trusted by Friends

☐

2. Spontaneous

☐

2. Analytical/Math Oriented

☐

2. Dreamer/Visionary

☐

2. Checks with Others

☐

3. Daring/Challenger

☐

3. Dutiful/Neat and Tidy

☐

3. Idealist/Why Not?

☐

3. Playful/A Hand Full

☐

4. Eager Beaver

☐

4. Accurate/Precise

☐

4. Imaginative/Creative

☐

4. Well Liked by Almost All

☐

5. Takes Charge

☐

5. Resists Change

☐

5. Likes to Brainstorm

☐

5. Prefer to be a Joiner

☐

6. Determined

☐

6. Sets High Standards

☐

6. Enjoys Watching People

☐

6. Always Enthusiastic

☐

**3. IDENTIFY YOUR TRUE DESIGN!** Total the columns. Your highest score indicates your "Brightness" color; the lowest score represents the design color least like you.

☐☐☐☐

Step 2

Step 3

# Color Power Designer

**What color is your true design?**

## 4. Your Designer Power : The final results are in.

**RED**



### Personality

- Task and result oriented
- Likes recognition
- Likes to be on the move
- Doesn't like to be late
- Enjoys individual sports
- Generally honest

### Leadership

- Good leaders
- Enjoys managing people
- Might be bossy
- Have egos

### Car of Choice

- Flashy and expensive (sports car)

### Design

- Likes numbers to tell the story
- Likes bright colors
- Likes showstopper pages
- Likes gimmicks on cover or fold out pages

**GREEN**



### Personality

- Detail oriented
- Precise
- Controlled
- Likes to do things right the first time; likes to complete the job
- Tends to be thrifty

### Leadership

- Wonderful treasurers, secretaries, or committee chairs
- Keeps group organized
- Have neat lockers/organized

### Car of Choice

- Hybrid vehicle (energy efficient care a must)

### Design

- Likes small number of columns or grids; traditional
- Likes one feature story and only one more sidebar or entry point.
- Prefers simple design/organized
- Likes templates

**BLUE**



### Personality

- Creative
- Freethinking
- Sincere, loyal, caring
- Understanding
- Enjoys nature and many like the arts

### Leadership

- They don't run with the pack
- They are quiet, sometimes very shy individuals
- Have great answers; not leaders

### Car of Choice

- Jeep or recreational vehicle; unusual car

### Design

- Believes in no column or grid format
- Individual design is more important than a template
- Creative headlines a must
- Prefer small amount of copy

**YELLOW**



### Personality

- People oriented
- Friendly
- Loves to talk and sometimes talk too much
- Enjoys team sports
- Extravagant, optimistic

### Leadership

- The glue that holds groups together
- Outgoing and fun loving
- The classroom talkers

### Car of Choice

- Any car that's big enough to hold their friends

### Design

- All pages must focus on people
- Must include all people in the yearbook; complete coverage
- Prefer a lot of narrative copy
- Likes personality profiles
- More features the better; packages



