



Other Color Resources & Books

BY NICTE CUEVAS



Nichte CREATIVE DESIGN

FURTHER *Reading*

There is an entire world of color inspiration out there! Over the years I've built a list of valuable resources that talk about color at a deeper level — beyond just a pretty palette.

I've included my favorite resources over the years in this download. Most of the books I included are also available on digital platforms, so you can read on the go. All of these resources are great tools to help you in your marketing and branding efforts.

Don't forget that your ultimate inspiration is in your surroundings, and the importance of the emotional triggers behind color. Being aware of current trends/shifts in color association will give you a competitive edge.

And if you have any more huetastic questions, let's get in touch!

To your brand success,



NICTE CUEVAS,

*Principal & Creative Cultivator
at Nicte Creative Design*

BOOKS

Loske, Alexandra. **COLOR: A VISUAL HISTORY FROM NEWTON TO MODERN COLOR MATCHING GUIDES.** Smithsonian Books, 2019.

Weitzner, Lori, and Dorothy Mitchell. **ODE TO COLOR: THE TEN ESSENTIAL PALETTES FOR LIVING AND DESIGN.** Harper Design, 2016.

Feisner, Edith Anderson, and Ron Reed. **COLOR STUDIES.** Fairchild Books, 2014.

Adams, Sean, and Jessica Helfand. **THE DESIGNERS DICTIONARY OF COLOR.** Abrams, 2017.

Stewart, Jude. **ROY G. BIV: AN EXCEEDINGLY SURPRISING BOOK ABOUT COLOR.** BLOOMSBURY, 2013.

Eiseman, Leatrice. **THE COMPLETE COLOR HARMONY, PANTONE® EDITION: EXPERT COLOR INFORMATION FOR PROFESSIONAL COLOR RESULTS.** Rockport Publishers, 2017.

Adams, Sean, and Terry Lee Stone. **COLOR DESIGN WORKBOOK: A REAL WORLD GUIDE TO USING COLOR IN GRAPHIC DESIGN.** Rockport Publishers, 2017.

Clair, Kassia St. **THE SECRET LIVES OF COLOUR.** John Murray Publishers, 2018.

Eiseman, Leatrice. **COLOR: MESSAGES & MEANINGS.** Hand, 2007.

Eiseman, Leatrice. **PANTONE GUIDE TO COMMUNICATING WITH COLOR.** Grafix Press, 2000.

BLOGS AND RESOURCES

Nicte Creative Design – [Color Trends](#) Guidebook (updated every year)

Nicte Creative Design – [Everything About Color on Our Blog](#)

[Pantone.com](#)

Adobe Color – [Create Your Colors](#)

Adobe Spark – [What Every Brand Needs to Know to Use Color Effectively](#)

LINKEDIN COURSES

Universal Principles of Design [Blue Effects](#)

Universal Principles of Design [Green Effects](#)

Universal Principles of Design [Yellow Effects](#)

Developing Visual Campaigns: [Choosing Color](#)



ABOUT NICTE CUEVAS

Nicte Cuevas is the Principal & Creative Cultivator at Nicte Creative Design, LLC. Her specialty is empowering her clients through strategic design & branding, fulfilling her own mission to use design as a catalyst for positive change—where visual communication always has a purpose and intention. Nicte has applied this when working with Adobe Creative Cloud, Adobe Spark and Twitter Business, LinkedIn, a Purina partnership (with Dogs on Deployment), Girl Scouts, The Houston Zoo and The Contemporary Arts Museum.

Being a military spouse only further supports her value system, which is to go about everything she does with the intention to be a catalyst for the positive and make the best of every moment. That infuses her work, reflecting in the individual, personalized attention she gives to each of her clients while delivering high-value results.

Her excellence in communication, design and marketing has been recognized by multiple national and international awards, including a coveted feature in Graphic Design USA's People to Watch. Nicte holds a BFA in Graphic Communications from the University of Houston.

SELECT ACCOLADES

- + Graphic Design USA
People to Watch 2015/2020
- + LinkedIn Learning Author
- + 2015 Special Delegate
Military Entrepreneurs Inc. 5000
- + 2019 GDUSA American
Graphic Design Awards (x2)
- + 2016 GDUSA American
Package Design Award
- + 2015 GDUSA American
Graphic Design Awards (x4)
- + 2014 GDUSA American
Graphic Design Awards (x3)
- + 2014 GDUSA American
Package Design Award
- + 2014 Communitas Award
- + 2014 MARCOM Awards
(Platinum + Gold)
- + 2014 GDUSA Health +
Wellness Design Award
- + 2013 GDUSA Hispanic Graphic
Design Awards (x2)



We believe in using design as a *catalyst* for positive change.

Nichte Creative Design LLC is an award-winning design + branding firm that is committed to helping companies succeed by providing collateral that is acutely in tune with their mission.

We specialize in navigating the widespread diversity in gender, age, literacy, heritage and linguistics found in the market today to maximize our clients' message and reach.

We value your time and ours. We don't juggle your project among a zillion others, but fully partner with you as a select client, giving you our focus. As we work toward your goals together, we go through a process that ensures we present you with concepts and designs that are one-of-a-kind and truly reflective of your company's mission.

SERVICES:

- + Identity Design
- + Strategic Communications
- + Branding
- + Event Marketing
- + Signage

LEARN MORE

SELECT CLIENTS:

- + Adobe Creative Cloud
- + Adobe Spark
- + LinkedIn Learning
- + Houston Zoo
- + Dogs on Deployment
- + Lazy Dog Cookie Co.
- + Pets Best Insurance Services
- + Run on a Mission

Happy Reading



LET'S STAY CONNECTED VIA



NicteCreativeDesign.com