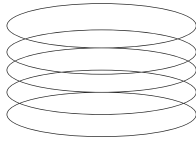
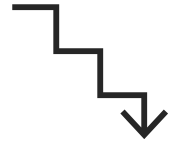
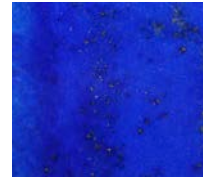




Studio LXR



Visual Frequency Map



Step 1: Define Your Essence (3 Core Words)

Write down the feeling you want your brand to leave behind.
(Example: luminous, rooted, liberating)

Step 2: Choose Your Root Frequency (Primary Color)



This is your *root note*.

Red → Vitality, ignition, desire, blood memory

Blue → Trust, depth, clarity, sky-mind

Green → Renewal, growth, harmony with nature

Gold → Illumination, sacred value, abundance

Black → Mystery, void, infinite potential

White → Clarity, purity, spaciousness

Step 3: Build Your Chord (Supporting Frequencies)

These are the notes that give your root color dimension, nuance, and contrast.

Yellow → Joy, illumination, optimism, solar warmth

Orange → Creativity, courage, community, life-force energy

Purple → Vision, mystery, sovereignty, spiritual authority

Pink (soft) → Compassion, tenderness, emotional openness

Pink (vibrant/fuchsia) → Bold love, passion, playful magnetism

Grey → Balance, neutrality, timeless sophistication

Earth Tones (ochres, browns, muted greens) → Grounding, ancestral wisdom, stability

Vibrant Tones (electric hues, neons) → Futurism, disruption, high-activation signals

Step 4: Test for Resonance

Ask yourself:

- Does this palette feel whole?
- Does it hum with my essence?
- Would someone *feel* my brand before they read a word?

Step 5: Your Frequency Map (Fill-In Template)

- **Essence Words:** _____
- **Root Frequency (Primary Color):** _____
- **Supporting Frequencies:** _____
- **Mood/Chord Check:** _____

Colors are the first layer of your brand's frequency. The deeper map is your archetype—the mythic role your brand plays in the world.

✨ Next Step: Brand Archetype SoulWork

If this guide resonated, we invite you into our signature **Brand Archetype SoulWork**. Together, we'll decode your essence, translate it into story, and design a visual and strategic language that *feels alive*. [Learn more about the process and share your vision with us!](#)
