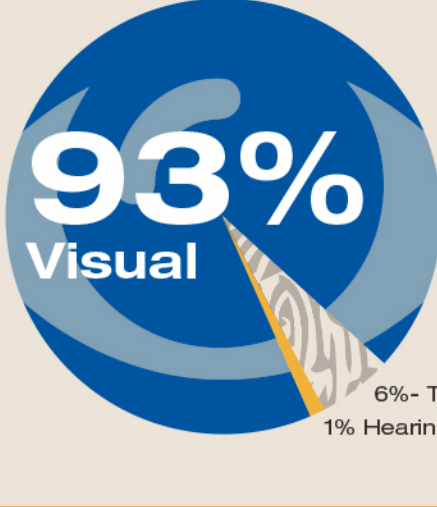


UNDERSTANDING COLOR PSYCHOLOGY:

BOOST YOUR BRAND'S IMAGE BY USING THE RIGHT COLORS



Visual factors are most important to consumers when purchasing a product.

COLOR
INCREASES
BRAND
RECOGNITION
BY **80%**



Within **90 seconds** a person will make a subconscious judgment about a person, product, **62%-90%** of that judgment is based on **COLOR** alone.

When picking a color for your brand it's most important to support the personality you want to portray or the emotion you want to evoke. Start here with our color guide!

COLOR GUIDE

RED

EMOTION

Excitement
Energy
Passion
Courage

INDUSTRY

Entertainment
Food
Sport



MARKETING/USAGE

Used to stimulate appetite in the food industry.
Used for impulse shoppers/creates urgency.
High visibility- used to draw attention to critical elements.
Used to convey confidence and energy.



ORANGE

EMOTION

Enthusiasm
Fascination
Happiness
Strength

INDUSTRY

Food
Children's Products
Entertainment



MARKETING/USAGE

Used to communicate fun & playfulness.
Used to stimulate mental activity.
Bright shades are more aggressive & create a call to action.
Lighter shades can appeal to an upscale market.



YELLOW

EMOTION

Cheerfulness
Intellect
Energy
Spontaneity

INDUSTRY

Children's Products
Leisure



MARKETING/USAGE

Used to communicate optimism & positivity.
Used to stimulate creative thought & energy.
Bright shades used to grab the attention of consumers.
Used to signify fun & happiness.



GREEN

EMOTION

Health
Freshness
Serenity
Wealth

INDUSTRY

Environmental
Wellness
Education



MARKETING/USAGE

The easiest color for the eyes to process.
Used to create relaxing environments in stores.
Used to communicate eco-consciousness.



BLUE

EMOTION

Trustworthy
Dependable
Secure
Responsible

INDUSTRY

Finance
Technology
Health care



MARKETING/USAGE

The most popular choice for a brand color.
Suggests precision in high-tech products.
Linked to consciousness and intellect; a calming color.
Darker shades communicate a message of stability & inspire trust.



PURPLE

EMOTION

Nobility
Mystery
Wisdom
Spirituality

INDUSTRY

Specialty
Health care
Finance



MARKETING/USAGE

It is perceived differently depending on age/gender.
Liked by creative types.
Balances red's stimulation and blue's calm; purple can take the characteristics of these undertones.



BROWN

EMOTION

Natural
Simple
Earthy
Durable

INDUSTRY

Agriculture
Environment
Food



MARKETING/USAGE

Used to show wholesomeness and dependability.
Used in place of black to add warmth to a color scheme.
Can be combined with green to promote earth-friendly ideals.



BLACK

EMOTION

Glamour
Exclusivity
Sophistication
Power

BY BRAND

Designer Brands
Luxury Cars
Technology



MARKETING/USAGE

Used to show a brand's authority in the marketplace.
Used to show sophistication & timelessness.
Used with a brighter color it can add formality & depth.
Paired with other power colors (red/orange/yellow) it becomes more aggressive.



WHITE

EMOTION

Purity
Cleanliness
Simplicity
Perfection

INDUSTRY

Health care
Luxury
Universal



MARKETING/USAGE

Used to suggest simplicity in high-tech products.
In the food industry it is used for low-fat foods.
Can add strength or sophistication without the negativity associated with black.



SOURCES:

www.businessinsider.com
www.entrepreneur.com
www.color-wheel-pro.com
www.colormatters.com



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