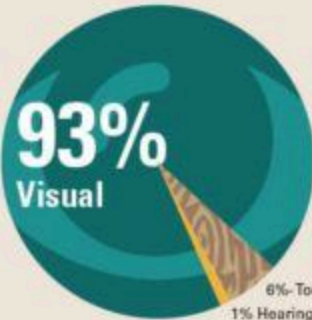


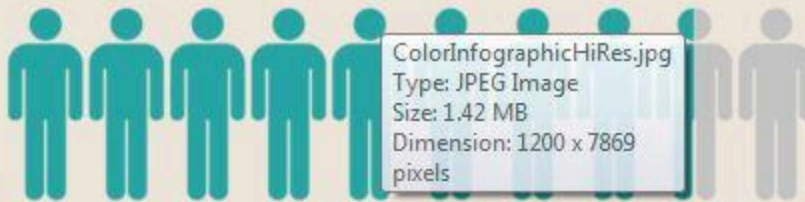
# UNDERSTANDING COLOR PSYCHOLOGY:

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%**



ColorInfographicHiRes.jpg  
Type: JPEG Image  
Size: 1.42 MB  
Dimension: 1200 x 7869  
pixels

**85%**  
of consumers feel  
that **color** is the  
primary factor when  
choosing a product



Within **90 seconds** a person will make a subconscious judgment about a person, product, or environment.

**62%-90%**  
of that judgment is based

When picking a color for your brand it's most important to support the personality you want to portray or the emotion you want evoke. Start here with our 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 and create a call to action.  
Lighter shades can appeal to an upscale market.



amazon.com

starz



# 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

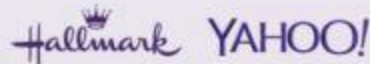
## INDUSTRY

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.

