

# CONSUMER REACTIONS

## HOW DO PEOPLE RESPOND TO DIFFERENT COLORS?

Every color elicits a different response from humans. Studies reveal how each of the following colors affect us.

### INDUSTRY



### WARMTH

Colors can essentially be divided into two different categories: warm and cold. Warm colors are associated with energy; cold colors are more about calmness and security.

Warm

Cold

## RED

- COLOR CODE**
- Aggressive
  - Energetic
  - Provocative
  - Attention-Grabbing



Red evokes a passionate and visceral response. It is a color that increases your heart rate, makes you breathe more rapidly, and activates the pituitary gland.



## PURPLE

- COLOR CODE**
- Royalty
  - Sophistication
  - Nostalgia
  - Mystery
  - Spirituality



Purple is a sophisticated yet mysterious color. The richness of this color tips its hat to the royalty and elegance found deep within us.



## BLUE

- COLOR CODE**
- Trustworthy
  - Dependable
  - Secure
  - Responsible



Blue is arguably the most popular choice for a brand color. Blue is thought to put people at ease as it is reminiscent of the sky and ocean.



## GREEN

- COLOR CODE**
- Wealth
  - Health
  - Prestige
  - Serenity



Green is synonymous with calm, freshness, and health. But there is a wide variation between its shades. Deeper greens are associated with affluence, lighter greens with serenity.



## YELLOW

Because the color yellow is reminiscent of the sun, it communicates hope and optimism. Yellow stimulates creativity and energy, and its brightness is especially useful to catch a customer's eye.

- COLOR CODE**
- Positivity
  - Light
  - Warmth
  - Creativity



## ORANGE

Orange combines the brightness and cheer of yellow with the energy and boldness of red to make a color that is full of life and excitement.

- COLOR CODE**
- Vitality
  - Fun
  - Playful
  - Exuberant



## BROWN

Brown speaks of earthly simplicity, as well as strength and durability. However, use caution with brown as it reminds most people of dirt.

- COLOR CODE**
- Earthlike
  - Natural
  - Simple
  - Durable



## BLACK

Black is used by companies that wish to boast a classic sophistication. Black works especially well for expensive products.

- COLOR CODE**
- Prestige
  - Value
  - Timelessness
  - Sophistication



## WHITE

White represents purity (think wedding dress) and cleanliness (think doctor's coat). With this in mind, white is a popular choice for health care and child-related businesses.

- COLOR CODE**
- Pure
  - Noble
  - Clean
  - Soft



SOURCE: ENTREPRENEUR.COM, THELOGOFACTORY.COM, INC.COM, LOGODESIGNWORKS.COM

Created by  
**COLUMN FIVE**

**Marketo**

# COLOR MEANINGS IN DESIGN

Every color creates an emotional reaction in people. These reactions will be based on culture but by far and large the reactions they create are similar. In design we use color to help guide emotion and give people an immediate feeling the first time they interact with something. In the design world, colors are purposely selected to meet a bigger goal. What are we trying to say about a company, a product or even a brand? A color can attract attention and convey the tone of the company and it's branding without having to say a word.





# COLOR MATTERS

Is the choice of colors for your brand more than just personal preference?

Does it really matter what color choices you make for your logo and brand?

Will your audience really feel differently because of the color combination?

# YES!

## Color increases brand recognition by 80% BUT WHAT DOES COLOR MEAN?

All colors fit into three categories; cool, warm and neutral. While you can select all your colors from the same group, it is often possible to achieve a more powerful effect by introducing a color from one of the other groups.

**Let's take a look now at how colors work together, and what each color means.**

### COOL COLORS

Cool colors tend to have a calming effect on the viewer. Used alone however, these colors can have a cold or impersonal feel, so when choosing cool colors, it may be wise to add a color from another group to avoid this and add warmth to your palette.

**BLUE**

- + tranquility, love, loyalty, security, trust, intelligence
- coldness, fear, masculinity

### WARM COLORS

Warm colors tend to have an exciting effect. However when these colors are used alone they can over-stimulate, generating emotions of anger and violence. When choosing warm tones, adding colors from another group will help to balance this.

**RED**

- + love, energy, power, strength, passion, heat
- anger, danger, warning

### NEUTRAL COLORS

Neutral colors are a great selection to mix with cool or warm palettes. They are great for backgrounds in designs, and tend to tone down the use of other bold colors. Black is added to create a darker "shade", while white is added to create a lighter "tint".

**BROWN**

- + friendly, earth, outdoors, longevity, conservative
- dogmatic, conservative

**GREEN**

- + money, growth, fertility, freshness, healing
- envy, jealousy, guilt

**PURPLE**

- + royalty, nobility, spirituality, luxury, ambition
- mystery, moodiness

**TURQUOISE**

- + spiritual, healing, protection, sophisticated
- envy, femininity

**SILVER**

- + glamorous, high tech, graceful, sleek
- dreamer, insincere

**PINK**

- + healthy, happy, feminine, compassion, sweet, playful
- weak, femininity, immaturity

**YELLOW**

- + bright, energy, sun, creativity, intellect, happy
- irresponsible, unstable

**ORANGE**

- + courage, confidence, friendliness, success
- ignorance, sluggishness

**GOLD**

- + wealth, prosperity, valuable, traditional
- greed, dreamer

**TAN/BEIGE**

- + dependable, flexible, crisp, conservative
- dull, boring, conservative

**GRAY**

- + security, reliability, intelligence, solid
- gloomy, sad, conservative

**BLACK**

- + protection, dramatic, classy, formality
- death, evil, mystery

**WHITE**

- + goodness, innocence, purity, fresh, easy, clean
- winter, cold, distant

## SO HOW DO YOU CHOOSE YOUR COLORS?

While there is no absolute "right" color for your website, you need to understand your target audience, and consider their response to colors, not your own. If your end goal is for them to choose your company or product, then your color palette must appeal to them. There are overall factors that indicate what your audience may or may not like...

## AGE CLASS GENDER TRENDS

Choosing color is more than just picking what feels good to you, it is about creating a response from the viewer. By knowing your target audience and the effect that different colors can have, you gain a greater ability to determine what colors will work best for your audience.







# The Meaning of *color*

A Quick Guide to Coloring Your Logos, Buttons & Life!

## Red

Creates energy, excitement and immediacy – it is all about the blood, the passion (and the clearance sales!)

**Shop Now**

## Orange

This "action" color delivers enthusiasm and promise - you better get it before it's gone!

**Get it Now!**

## Yellow

Rides a skateboard and doesn't have a care in the world – a likeable youth that people are drawn to.

**Shop Here!**

## Green

Your older, attractive and more sensible brother – he likes to make money but he can be kinda' cool and cares for the environment too!

**Get Rich!**

## Blue

Getting down to business – respect the authority and professionalism of blue (the lighter-colored side quite likes to party, though!)

**Safe Shopping**

## Purple

Let's all stand for the color of royalty and sophistication – we do as purple says, purple is magic!

**Luxury Shopping**

## Pink

She is freckles and puppy dog bows and all things "young" but she's also thoughtful, kind and gentle (like all good feminine products should be!)

**Look Cute 4 Less!**

## Black

The king of colors, it makes people sit up and take notice! Demanding respect, it is both beautiful and deadly!

**Buy (Or Else!)**

**CONFLICT**  
**HEAT & FIRE**  
**ENERGY**  
**LOVE & LUST**  
**STRENGTH**  
**DANGER**

**PASSION**  
**WARM FEELINGS**  
**AROUSAL**  
**ENTHUSIASM**

**HAPPINESS**  
**SUCCESS**  
**CREATIVITY**  
**FALL**  
**JOY**  
**SUNSHINE & SUMMER**  
**INTELLECT**

**CHEERFULNESS**  
**ANIMATION**  
**SENSATIONAL**  
**OUTDOORS**  
**GROWING**  
**MONEY**  
**NATURE**  
**FERTILITY**  
**FRESH & CLEAN**  
**HEALING**

**SECURITY**  
**AIR & SKY**  
**SEA**

**STABILITY**  
**DEEP THINKING**

**TRUST**  
**MASCULINE**  
**CALM & TRANQUIL**  
**ROYAL & NOBLE**

**POWERFUL**  
**AMBITIOUS**  
**WEALTHY**  
**MYSTERY**  
**DIGNITY**  
**YOUTH**  
**INNOCENCE**  
**ROMANCE**

**FEMININITY**  
**GENTLENESS**  
**GOOD HEALTH**  
**POWER**  
**DOMINANCE**

**LUXURY**  
**STRONG EMOTIONS**  
**SOPHISTICATED**  
**KNOWLEDGE**



*blue*

TRUST  
SMART  
CALM  
FAITH  
NATURAL  
STABLE  
POWER

*red*

LOVE  
IMMEDIACY  
ENERGY  
SALE  
PASSION  
ANGER  
HUNGER

*black*

BOLD  
RICH  
POWER  
MYSTERY  
ELEGANCE  
EVIL  
STRENGTH

*green*

SOOTHING  
ECO-FREINDLY  
NATURAL  
ENVY  
JEALOUSY  
BALANCE  
RESTFUL

*yellow*

CHEER  
ATTENTION  
CHILDISH  
FRESH  
WARMTH  
ENERGY  
OPTIMISM

*orange*

HEALTH  
ATTRACTION  
STAND OUT  
THIRST  
WEALTH  
YOUTHFUL  
HAPPINESS

*pink*

TENDERNESS  
SENSITIVE  
CARING  
EMOTIONAL  
SYMPATHETIC  
LOVE  
SEXUALITY

*purple*

ROYAL  
MYSTERIOUS  
ARROGANT  
LUXURY  
CHILDISH  
CREATIVE  
SADNESS



# the Psychology of Color

what colors to paint your home & why.

## Office

Blue: Most productive color.



## Bedroom

Green: Tranquility and Health.



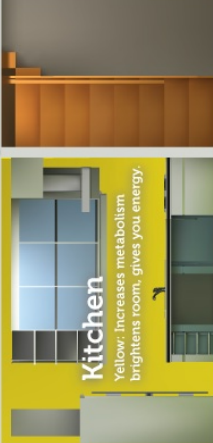
## Girl's Room

Pink: Calming, Warm.



## Kitchen

Yellow: Increases metabolism brightens room, gives you energy.



## Living Room

Lavender: Calms the nerves, allows relaxation.



## Dining Room

Red: Encourages Appetite.



# Color Psychology

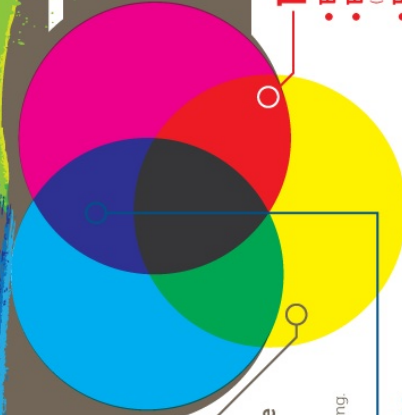
## YELLOW

- Cheerful or warm
- Most likely to strain eyes or cause eye fatigue
- Makes Babies Cry  
Don't paint a baby's room yellow, because they are more prone to crying.

## BLUE

- The color most preferred by men
- Calmness or serenity
- Most used color for offices  
People are more productive in blue rooms
- Curbs appetite
- Associated with water and peace

# PRIMARY COLORS:



## RED

- Evokes strong emotions
- Encourages appetite  
(many restaurants use red in their signage/ads)
- Passion or intensity
- Red roses symbolize love

**Studies show that red can make you do poorly on exams!**  
Red is hypothesized to impair performance on achievement tasks, because red is associated with the danger of failure in achievement contexts and evokes avoidance motivation.

# ACCENT COLORS

## COLORS IN ADVERTISING

**GREEN**

- Health
- Tranquility
- Money
- Nature

Workers in green environments have fewer stomach aches.

**WHITE**

- Purity
- Innocence
- Empty
- Spacious

Great for creating the illusion of space.

**BROWN**

- Royalty
- Wealth
- Success
- Wisdom

Many things were purple robes.

**PURPLE**

- Reliability
- Boredom
- Practicality
- Earth

**PINK**

- Excitement
- Warmth
- Caution

Also used to draw attention/signage.

**ORANGE**

- Calming
- Love
- Romance

' drunk tank pink' is a color use in prisons to instill calm inmates.

**BLACK**

- Evil
- Death
- Mourning
- Slimming

Ancient Egyptians used black to use life and rebirth.

**BLUE**

BLUE is often used in corporate business because it is productive and not invasive.

**GREEN**

GREEN has long been a symbol of fertility and was once the preferred color choice for wedding gowns in the 15th century.

Even today, green M & M's (an American chocolate candy) are said to send a sexual message.

**WHITE**

Often used for luxury items, to enhance the feeling of sophistication.

**RED**

Many restaurants use red to stimulate appetite:

- McDonald's
- Pizza Hut
- KFC
- Wendy's
- Popeye's

**BLACK**

**m&m's**

**WHITE**

**CHANEL** **PRADA** **MICHAEL KORS**

**BLACK** **WHITE** **SILVER** **GOLD**

**LAVENDER** **PINK** **WHITE**

More feminine helps to target audience very quickly and is clean and calming

**VICTORIA'S SECRET**

National Breast Cancer Foundation

Sources:  
<http://psychology.about.com/od/sensationsandperception/>  
<http://psycnet.apa.org/journals/xap/136/1/154/>

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