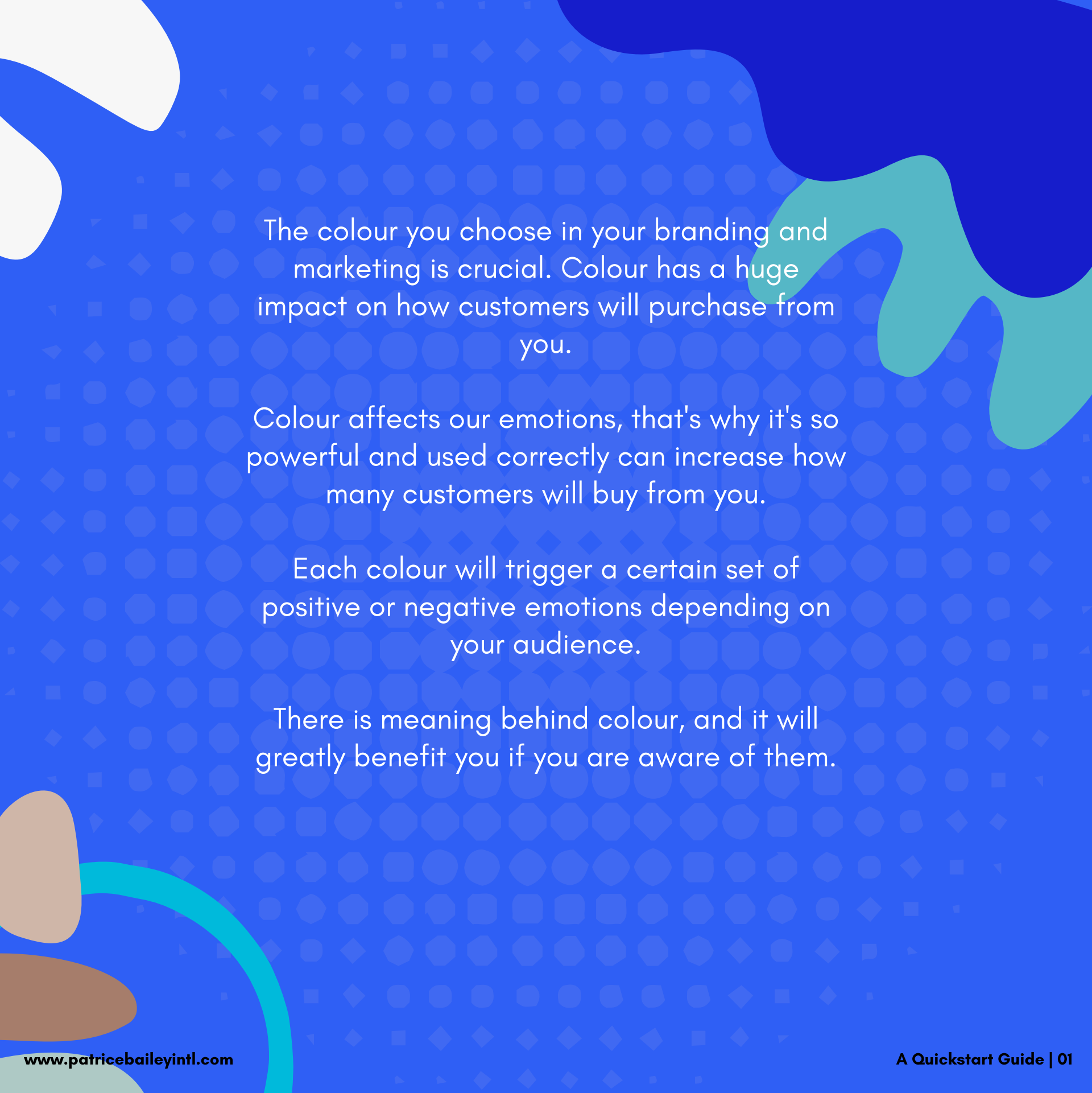


A QUICKSTART GUIDE:
**TO CHOOSING THE RIGHT
COLOR FOR YOUR**
brand or logo



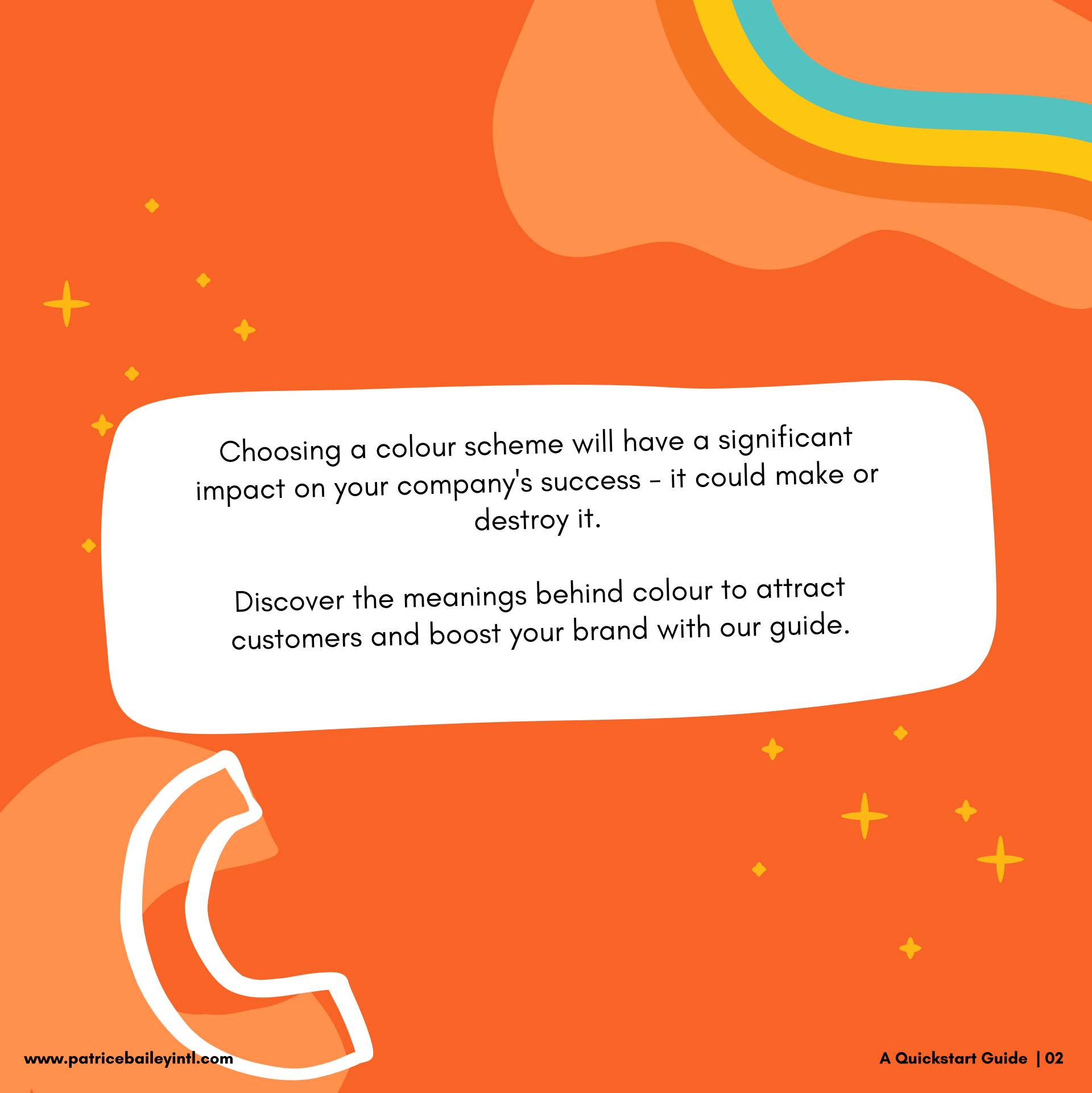


The colour you choose in your branding and marketing is crucial. Colour has a huge impact on how customers will purchase from you.

Colour affects our emotions, that's why it's so powerful and used correctly can increase how many customers will buy from you.

Each colour will trigger a certain set of positive or negative emotions depending on your audience.

There is meaning behind colour, and it will greatly benefit you if you are aware of them.



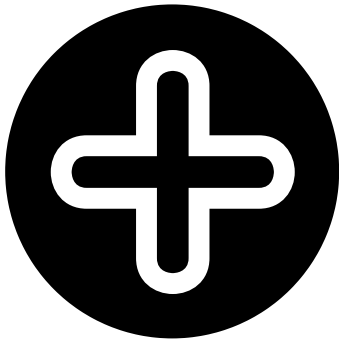
Choosing a colour scheme will have a significant impact on your company's success - it could make or destroy it.

Discover the meanings behind colour to attract customers and boost your brand with our guide.



Black

MYSTERY. BOLDNESS. UNHAPPINESS. POWER.

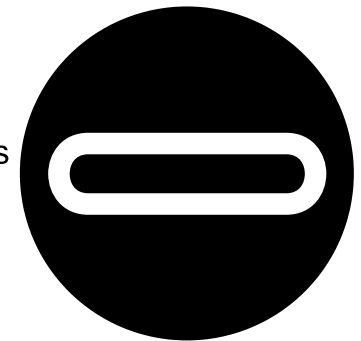


POSITIVE ASSOCIATIONS:

- Attractiveness
- Elegance
- Oozes sophistication
- The colour black has a long history of being linked with authority in high society.

NEGATIVE ASSOCIATIONS:

- Negativity
- This dark hue has long been associated with death, as well as all things evil and bad.
- Anger, violence, fear, and grief are all strong emotions evoked by it.



Many individuals find white to be soothing and pure, while others find it harsh and chilly.

White

PURITY. INNOCENCE. STERILE. CHILLY. BLAND.

POSITIVE ASSOCIATIONS:

- Cleanliness, freshness, and simplicity are all qualities that white can convey.
- White is frequently thought of as a blank slate, denoting a new beginning or a fresh start.

NEGATIVE ASSOCIATIONS:

- White might appear harsh, chilly, and lonely.



VERSACE

PRADA

MILANO





Red

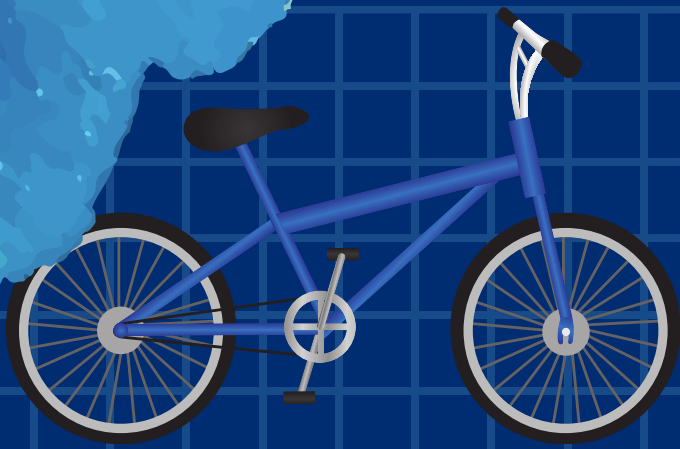
LOVE. POWER. RAGE. EXCITEMENT

- Red elicits the most powerful feelings of any colour.
- Red is the colour that is both the warmest and the most contradictory.
- Passion and love, as well as power and rage, are all associated with the colour red.



- Red is also believed to enhance your hunger by speeding up your metabolism, which is why it's so popular in restaurants.
- The colour red has an impact on more than just mood and emotions.
- Passion, love, and desire are all associated with the colour red.
- Red can also indicate power, which is a relationship that exists in today's culture.

-
- Red is associated with feelings of danger. This could be due to the color's association with fire, blood, and occasionally toxic or dangerous creatures.
 - Danger and Warning – Because of its ability to rapidly attract people's attention, it's frequently employed to warn them of imminent danger. Stop signs, sirens, fire trucks, and red traffic lights are just a few examples.
 - The physical traits linked with rage, such as redness of the face and neck induced by high blood pressure, are supposed to be the inspiration for the idiom "seeing red."



Blue



CALM. SERENE. CONSERVATIVE. TRADITIONAL.

- The pale blue of a daytime sky or the rich dark blue of a deep pool of water are examples of blue in nature.
- Blue is a common hue, yet it is also one of the least appealing. Some weight-loss programmes even suggest eating from a blue plate.
- Blue is frequently associated with stability and dependability. Blue is frequently used in advertising and marketing by companies who wish to create a sense of security.

POSITIVE ASSOCIATIONS:

- Sincere
- Calming
- Intense
- Inspiring

NEGATIVE ASSOCIATIONS:

- Blue can evoke thoughts of melancholy or aloofness.



- It has strong natural associations and immediately conjures up images of lush green grass, trees, and woods. Green is frequently described as a soothing and relaxing colour.
- Green often symbolizes nature and the natural world. It is thought to represent tranquility.
- Green has even been shown to increase reading abilities.

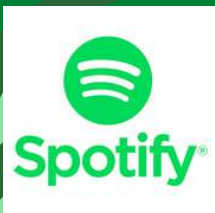
Positive Associations

- Calming & Natural - The calming benefits of green may be related to its links with nature, which many people find peaceful and invigorating.
- Motivating - Green is also supposed to influence our ability to be creative.
- Optimistic - Color has been discovered to have an impact on not just our emotions but also our memories. Green is frequently linked to Irish culture, St. Patrick's Day, and good fortune. Green may, in fact, be a good luck charm, according to one study.

Negative Associations

- Envious

Green, as much as colour is connected with happy emotions, can also be a sign of jealousy or envy. Green can also indicate a physical ailment, as when a person's complexion turns green. Some feel that the linkage between green and illness is what gave rise to the association between green and envy—as in, envy is a disease in and of itself.



Green

MONEY. GOOD FORTUNE. HEALTH. JEALOUSY. ENVIRONMENT.



Canon

Yellow

ATTENTION-GRABBING. ENERGETIC. AGGRESSIVE.



- Yellow is a vibrant and vivid colour, which may explain why it evokes such strong emotions.
- Yellow attracts attention immediately, but it can also be harsh if applied excessively. Although it appears warm and bright, it can cause optical fatigue.
- Difficult to read

POSITIVE ASSOCIATIONS

• Attention-Grabbing

- When used excessively, yellow can be abrasive. Although it appears to be warm and bright, it can cause optical tiredness.

• Energetic/Cheerful

- Yellow is frequently thought to be a high-energy hue. It's frequently employed in circumstances and items that aim to elicit a feeling of enthusiasm or vigour.

• Warm

- Yellow is a vibrant hue that is typically regarded as cheerful and welcoming.

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NEGATIVE ASSOCIATIONS

• Aggressive

- Yellow can come out as assertive and even combative at times. When humans are exposed to large amounts of yellow, they may become irritated or even angry.

• Complex

- This colour does not affect everyone in the same manner. Others may find it unpleasant and obnoxious, while others may find it bright and cheery.



Purple

MYSTICAL. ETHEREAL. VISIONARY.

- This colour is frequently described as mystical, ethereal, and visionary.
- Purple tends to occur rarely in nature, so it is viewed as rare and intriguing.

Positive Associations

- Royal Color - Purple is frequently thought to be a particularly regal colour because it is so strongly associated with royalty.
- Purple Represents Wisdom, Bravery, and Spirituality - Purple is also associated with spirituality and wisdom. Its uncommon and enigmatic nature may make it feel linked to the unknown, supernatural, and divine.
- Unique and Exotic - Purple is a rare colour in nature, therefore it can appear strange or artificial at times.

Negative Associations

- Purple is associated with death and mourning in some parts of Europe.
- The negative meanings of purple are decadence, conceit, and pomposity.



HERSHEY

m&m's
BRAND

Brown

19

RELIABILITY. STRONG. EARTHY. ISOLATION.

- Brown is a strong, earthy colour, yet it may also appear dull and monotonous at times.
- In design and fashion, light browns like beige are frequently used as neutrals. While these colours might give a conservative and classic backdrop, they are frequently regarded as uninteresting.

POSITIVE ASSOCIATIONS:

• Marketing

- Brown is connected with dependability, nurture, and reliability in branding and marketing. UPS, Hershey's, Cotton, Edy's, J.P. Morgan, and M&Ms are just a few examples of well-known companies that employ brown in their logos and marketing.

• Strength and Reliability

- Brown is a colour that is typically linked with durability, dependability, security, and safety, and it is often considered as solid, similar to the ground.

• Warmth, comfort, security

- Brown is typically regarded as organic, earthy, and traditional, but it may also be refined.

NEGATIVE ASSOCIATIONS:

• Negative Emotions: Loneliness, sadness, isolation

- It might appear vast, harsh, and barren in big numbers, like a vast desert devoid of life.

- Too much brown or being surrounded by the wrong shade of brown can bring up feelings of heaviness, dull, lack of sophistication.



Orange

HAPPY COLOR. ATTENTION-GRABBING. ENERGETIC.

Orange can be a very strong and energetic color. Like yellow and red, it can be very attention-grabbing, which is perhaps why it is often used in advertising.

POSITIVE ASSOCIATIONS

- Energetic color
- Orange calls to mind feelings of excitement, enthusiasm, and warmth.
- Orange is energetic, which is perhaps why many sports teams use orange in their uniforms, mascots, and branding.
- Many people might associate the color with the beauty of a setting sun or the refreshing taste of citrus
- Spiritual

NEGATIVE ASSOCIATIONS

- The color's most popular negative connotations include crassness, rudeness, and frivolity.
- Darker tones of orange have the most negative connotations, such as untrustworthiness and deception.



COSMOPOLITAN

Pink

LOVE. FEMININITY. KINDNESS. CALMING.



- Pink, for example, is regarded to be a soothing colour that symbolises love, kindness, and femininity.
- Some colours of pale pink are said to be calming, while others are said to be stimulating or even annoying.

Positive Associations

- Joyful
- Creative
- Feminine and Vibrant
- Refreshing
- Euphoric

Negative Associations

- Its disadvantages include appearing weak, vulnerable, and foolish.
- Pink can also be associated with timidity or a tendency to be overly emotional.

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