

Psychology Of Color



84.7%

Of Consumers cite color as the primary reason they buy a particular

product.





When People Buy:





Look at Visual Appearance



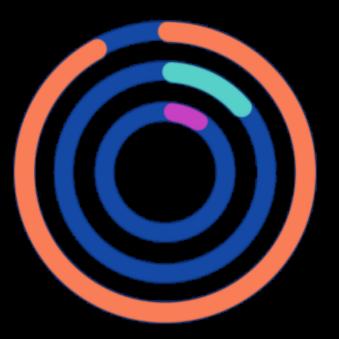


Look at Texture





Decide on "Sound/Smell"





80%
Think color increases brand recognition.



Of shoppers did not return to a store due to overall aesthetics.



Research reveals people make a sub-conscious judgement about an environment or product within 90 Seconds of initial viewing.

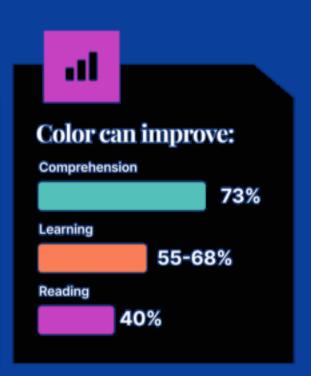
Between 62% and 90% of that assesment is based on color alone.



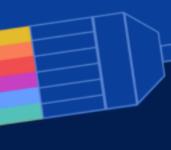
Ads in color are read up to

42% more often

than the same ads in black and white



How Color Works







PERSONALITY/EMOTIONS



- Associated with water, peace
- · Most preferred by men
- Represent calmness or serenity
- Curbs appetite
- Known as a "cold" color
- Perceived as constant in human life due to sky and ocean being blue
- Most-used color for offices

MARKETING



- Often used in corporate business because it's productive and non-invasive
- Creates sense of security and trust in a brand

POLITICS



- Represents conservative parties worldwide
- Used for Democrats in USA

CHAKRA

THROAT CHAKRA



 Related to communication, truth, self-expression

















PERSONALITY/EMOTIONS

- Constitutes health, tranquility
- Symbolizes money
- Denotes nature
- Alleviates depression
- Workers in a green environment have fewer stomach aches
- Green is used in night vision goggles because the human eye is most sensitive to and able to discern the most shades of it
- · Represents new growth

MARKETING



- Used to relax in stores
- · Associated with wealth
- Green M&M's are said to send a sexual message
- Has long been a symbol of fertility
- Was once the preferred color choice for wedding gowns in the 15th century.

POLITICS



 Connected to environmentalists



CHAKRA

HEART CHAKRA



 Related to unconditional love, healing

















SECONDARY COLOR

PERSONALITY/EMOTIONS



- Reflects excitement, enthusiasm
- Shows warmth
- Warns of caution



MARKETING



- · Signifies aggression
- Creates a call to action: Buy, Sell, Subscribe, etc
- Found in impulsive shoppers
- Represents a friendly, cheerful, confident brand

POLITICS



 Orange is the national color of the Netherlands and its royal family.



CHAKRA





- Located around lower back and reproductive organs
- Related to sexuality, creativity, pleasure

COMPANIES











DISCOVER



SECONDARY COLOR

PERSONALITY/EMOTIONS

- Shows royalty, wealth, success, wisdom
- Many kings wore purple robes



MARKETING



- Used often in beauty or anti-aging products
- Used to soothe or calm
- Represents a creative, imaginative, wise brand

POLITICS



· Used for royalty, but hardly used in modern politics



CHAKRA

THE CROWN CHAKRA

Top of the head



- · Related to spiritual life and experience, connection to the divine, pure
 - consciousness, transcendence









Primary colors RED YELLOW BLUE





PRIMARY COLOR

PERSONALITY/EMOTIONS



- Evokes strong emotions
- Encourages appetite
- Increases passion and intensity
- · Red roses symbolize love



MARKETING



- Increases heart rate
- Used by restaurants to stimulate appetite
- Creates urgency often seen in clearance sales
- Used for impulsive shoppers

POLITICS



- Represents communist or socialist parties worldwide
- Used for Republicans in the USA

CHAKRA





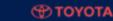
- Located at base of the spine
- Related to survival safety, physical self





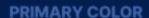














PERSONALITY/EMOTIONS





- Makes babies cry
- · Stimulates mental processes
- Stimulates nervous system
- Encourages communication

MARKETING





Shows clarity



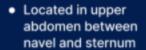
POLITICS



· Represents liberalism

CHAKRA

SOLAR PLEXUS



 Related to personal power, will, self esteem













