



Psychology Of Color



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.



52%

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



Color can improve:

Comprehension



Learning



Reading



How Color Works



Blue

PRIMARY COLOR

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

- Base of throat
- Related to communication, truth, self-expression



COMPANIES



Green

SECONDARY COLOR

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

- Center of body, heart level
- Related to unconditional love, healing



COMPANIES



Orange

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

THE SACRAL CHAKRA

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



COMPANIES



Purple

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



COMPANIES

yahoo!

Hallmark

craigslist

Crown Royal

T-Mobile

Welch's

Primary COLORS



RED

YELLOW

BLUE

Secondary COLORS



ORANGE

GREEN

PURPLE



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

ROOT CHAKRA

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



COMPANIES



Yellow

PRIMARY COLOR

PERSONALITY/EMOTIONS

- Increases cheerfulness, warmth
- Causes fatigue and strain on the eyes
- Makes babies cry
- Stimulates mental processes
- Stimulates nervous system
- Encourages communication



MARKETING

- Represents optimism, youthfulness
- Used to grab attention of window shoppers
- Shows clarity



POLITICS

- Represents liberalism



CHAKRA

SOLAR PLEXUS

- Located in upper abdomen between navel and sternum
- Related to personal power, will, self esteem



COMPANIES

