

# IMPORTANCE OF COLORS IN COMMUNICATION

The background is a blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. On the right side, there are several thin, white, parallel lines that run diagonally from the bottom-left towards the top-right, creating a sense of movement and modern design.



Red signifies danger it can be used to good effect in marketing campaigns which need to evoke strong emotions. Red is associated with passion and love but its strong intensity also signifies excitement, determination and courage.



Green is firmly linked with nature and the environment in most people's minds. It is also associated with reliability, safety, stability, honesty and freshness.

*Holiday Inn*



Individual political parties are associated with one color or another. Depending on whom your audience is, this might prove to be valuable information when designing.



By using light colors by JEEP in this advertisement they encourage people to join in as a part of the brand club to experience something new and exciting. Travel companies, active brands and car companies often focus on a sense of adventure to highlight what their products or services can really bring to the table.





Colors like black and white, and all of those greys in between. They depict traditionalism, conservatism and neutrality, and can be used very effectively in advertising. Organisations which want to portray themselves as completely trustworthy and serious, such as legal firms, may opt for black and white designs in their marketing materials.