MTBN.NET PLR Library
Category: Branding File: Saying it With Color_utf8.txt
Text and Word PLR Article Packs available at PLRImporter.Com

Saying it With Color

Have you ever considered the importance of color in branding? Color plays a huge role in memory recall. It stimulates all the senses, instantly conveying a message like no other communication method.

Choosing the right dominant color for your brand is crucial. This color should appear on all your promotional material. Following is the most common impression each color conveys:

Blue: Cool blue is perceived as trustworthy, dependable, fiscally responsible and secure. Blue is an especially popular color with financial institutions.

Red: Red activates your pituitary gland, increasing your heart rate and causing you to breathe more rapidly. Count on red to evoke a passionate response.

Green: In general, green connotes health, freshness and serenity. Deeper greens are associated with wealth or prestige, while light greens are calming.

Yellow: In every society, yellow is associated with the sun. It communicates optimism, light and warmth. Certain shades seem to motivate and stimulate creative thought and energy. The eye sees bright yellows before any other color, making them great for point-of-purchase displays.

Purple: Purple is a color favored by creative types. It evokes mystery, sophistication, spirituality and royalty. Lavender evokes nostalgia and sentimentality.

Pink: Hot pinks convey energy, youthfulness, fun and excitement. Dusty pinks appear sentimental. Lighter pinks are more romantic.

Orange: Cheerful orange evokes exuberance, fun and vitality. Orange is viewed as gregarious and often childlike. Lighter shades appeal to an upscale market. Peach tones work well with health care, restaurants and beauty salons.

Brown: This earthy color conveys simplicity, durability and stability. Certain shades of brown, like terracotta, can convey an upscale look.

Black: Black is serious, bold, powerful and classic. It creates drama and connotes sophistication. Black works well for expensive products, but can also make a product look heavy.

White: White connotes simplicity, cleanliness and purity. The human eye views

MTBN.NET PLR Library
Category: Branding File: Saying it With Color_utf8.txt
Text and Word PLR Article Packs available at PLRImporter.Com

white as a brilliant color, so it immediately catches the eye in signage. White is often used with infant and health-related products.