



Selecting Colors for Your Next Marketing Piece

As children, choosing colors meant going to the box of crayons. As adults its more complicated.

Without consciously knowing, different colors mean different things to us, and elicit different emotional reactions.

Red means excitement, energy, passion and aggression.

Yellow says happiness, idealism, imagination, and hazard.

Blue conveys peace, stability, confidence and technology.

Green makes us think of nature, the environment, renewal and inexperience.

Orange also represents energy, as well as warmth and vibrancy.

Gray indicates security, reliability, intelligence and maturity.

Purple is allied with royalty, spirituality, mystery and transformation.

White says purity, simplicity and cleanliness, while **Black** makes us think of power, sophistication, wealth and mystery.

Knowing the emotional responses to color enables you to use color to your own marketing advantage. A powerful call to action would be better printed in a commanding Blue or Black, than a pastel shade of Pink. There's a reason why many financial institutions use Dark Blue and Gray. Together they symbolize security, stability and conservatism. Likewise, fast food restaurants use Red, Yellow and Orange — high intensity, high energy colors that influence people to make fast decisions, to eat fast and to move on. Rarely do you see Red or Orange in the interior of a fine dining establishment. Locker rooms are often painted in Red or Orange for the Home Team and Pink or Blue for the visiting team in an effort to influence the energy levels of the athletes.

What emotional response do you want to elicit from your clients?

When putting together your next marketing piece, take a look around you and see what colors catch both your eye and your emotions. It could be a color you see in a flyer on a bulletin board; maybe it's the cover of your child's book or the menu at your favorite restaurant. How do you feel when you see it? Would others feel the same? Incorporate that color into your next marketing piece. Use the powerful emotional response from color to get a powerful business response from your clients.



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