



Color can be very powerful when intelligently applied. The human psyche responds emotionally to color, and it can communicate to us on levels far removed from reason and intellect. Color can elicit instant negative reactions, but also uplift, impress, entertain and stimulate. Awareness of how color can “color” the emotions of your audience, will allow you to make educated decisions in selecting just the right color for your logo design.

The vast majority of consumers are totally unaware of the pervasive and persuasive effects of color. It holds the power of suggestion, and can be seen at every level of visual communications, from logos and signs to commercials and billboards, from packaging to print media. An understanding of the inherent emotional reactions to color can impart a distinct advantage in the areas of advertising, site architecture, product design and graphic design. Color can have a powerful impact on mood associations, which determine how we emotionally respond to and “feel” about a product.

Red

Vitality and passion, representing highly charged emotions ranging from danger and aggression to passion and love. Red stimulates a faster heartbeat and breathing. It is provocative and stimulating. Red is the color most commonly found in national flags. **Passion. Excitement. Danger.** Red is the color of attention, causing the blood pressure and heart rate to rise. Use red to inject excitement into your brand.

Pink

Healthy, sweetness, feminine and childlike. Pink is the most romantic color. Pink is tranquilizing. Sports teams often paint the opponent locker rooms bright pink so their opponents will lose energy. **Romance. Love. Friendship.**

Orange

Lighter tints imply tangy crispness, whereas deeper shades have seasonal associations. Pale tones like peach and coral lend a soft pleasing sophistication. **Vibrant. Energy. Play.** Add some fun to your company if you want to create a playful environment for your customers.

Yellow

Brightness, sunlight and warmth. Cheery yet also mellow. Some shades signal caution, but yellow is also the color of inspiration, ideas and dreams, stimulating creativity. **Happy. Warm. Alert.** Yellow can be an attractor for your business with a relaxed feeling.

Brown

Earthy, provides a feeling of permanence and stability. Although some associate brown with dirt and uncleanness, positive connotations can also be perceived in the rich browns of coffee and chocolate hues. **Home. Hearth.** Although considered a masculine color, it does have a strong appeal to women as well.

Green

The color of life, representing nature. Soothing, sensuous and healing. Deeper tints can signify power and prestige, as in the color of money and green felt. **Natural. Healthy. Plentiful.** To create a calming effect or growth image choose green. Go green go.

Blue

The peace and tranquility of an azure sky, blue imparts a sense of serenity, coupled with a cool quiet. Stronger blues can evidence drama and energy. Deep blues are imbued with the qualities of logic, order and authority. **Loyal. Peaceful. Trustworthy.** Blue is the most popular and neutral color on a global scale. A safe choice for a business building customer loyalty.

Purple

Spiritual and sensual with a mystery and elegance, purple carries with it the associations of contemplation or regal majesty. Purple is a synergy of the simmering passion and excitement of red, with the cool serenity of blue. **Royalty. Wise. Celebration.** Maybe add some purple tones to your look for your premium service business.

White

A purity of message clarity in simplicity. Overuse can be unsettling or off-putting. Doctors and nurses wear white to imply sterility. **Pure. Clean. Youthful.** It's a neutral color that can imply purity in fashion and sterilization in the medical profession.

Black

Strength, class, elegance. Sophistication now adorns the color once only associated with mourning or death. A “black tie” event is formal. A black belt in karate identifies an expert. **Power. Elegant. Secretive.** The color black can target your high-end market or be used in youth marketing to add mystery to your image.

Consider how these colors are used in your company marketing materials from logos and brochures to business cards & uniforms. Are your colors projecting the personality and image you want? If not, it could be time for a color makeover.