

# The Psychology Of Color In Marketing

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# The Basics Of Color Theory

- Understanding how color works isn't just for artists dipping their hands into paint
- Anyone in marketing needs to understand the basics of color theory

# Primary and Secondary Colors

- Primary colors are the three colors that make all other colors.
- They are:

1. Red

2. Blue

3. Yellow

- These three colors can be used to create all other colors



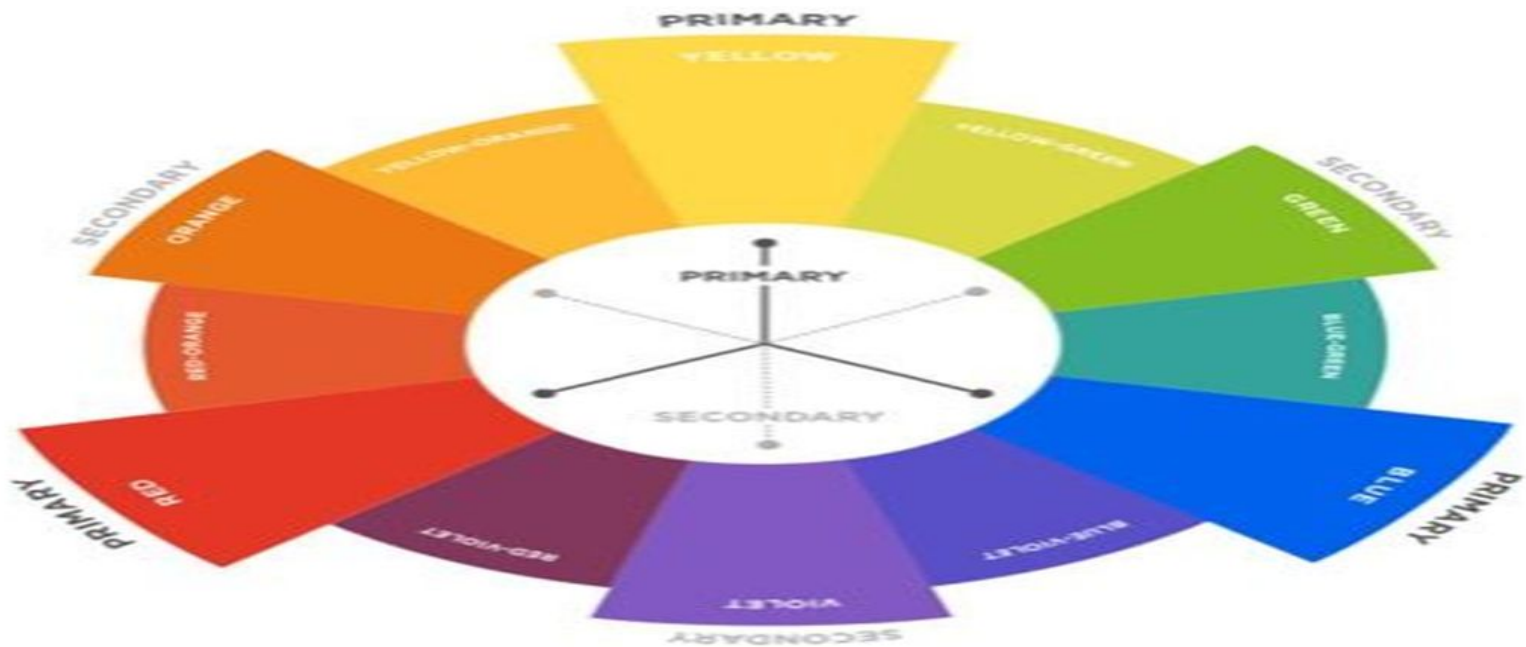
## Color Combinations

- The color wheel can help you choose great color combinations
- Keeping your color combinations simple will help you in the long run
- People like simplicity
- Remember, color has meaning so each color adds or takes away from your message.
- Too many colors make for a confusing message.

## Using Complementary (Opposite) Colors

- Complementary color combinations make things stand out.
- Complementary colors are “opposite” colors. They are opposite of each other on the color wheel
- opposite colors are used for some great color combinations

# COLOR WHEEL



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## Using Split Complementary Colors

- If you want to use three colors instead of just two.
- You'll choose one color as your base color.
- Then the two colors adjacent to its opposite.



# RED

- Red should be handled with care
- Red is one of the most influential color but it also carries negative cultural connotations so we need to use it carefully
- Red is a great color if you are talking about patient or competition but do not use red color in financial information or tables, and charts.
- Overall, if you're looking to have a really powerful presence or get someone's attention fast, red is your go-to color. Just remember to use it sparingly to avoid the extreme negative reactions it can so easily awaken.
- Red is commonly seen: Stop lights, Valentine's Day, and horror films.

# Blue

- Blue is one of the most common background colors
- Its calming and conservative which is why its popular with business presenters as well as, for trainers
- Studies have shown that blue has the power to slow our birthing and prostates
- Overall, blue is a well-liked color that can bring a sense of calmness and trust when building relationships, especially in marketing.
- Blue is commonly seen: Workout facilities, hospitals, and spas.

# Yellow

- Yellow is the epitome of joy, happiness, cheerfulness, and optimism
- Whenever you need to lift someone's spirits, increase their confidence, or provide inspiration, use yellow.
- Avoid using yellow too much because it's also known to make us more critical causing self esteem issues, fear, or anxiety.
- Find the right balance of yellow to motivate rather than bring others down.
- Yellow is commonly seen: Traffic crossings and signs, smiley faces, and window-front displays.

# Green

- Green stimulates interaction
- It's a friendly color and its great for warmth and emotion
- Its commonly used for trainers, educators and also it's a great color or environmental and earth orient discussions
- Overall, if you're looking to portray health, rest, and to relieve stress, green is your color. While green does have minor negative aspects like over-possession and materialism, it has a more positive affect than most other colors.
- Green is commonly seen: Nature, economic exchange, health-based stores, and restaurants.

# Purple

- Purple is most commonly known for its imagination and spirituality
- Purple is often used to show luxury, loyalty, courage, mystery, and magic.
- Also presents space for mystery and new ideas.
- This is why creativity is most often associated with the color purple.
- Purple is commonly seen: Magic shows, fairy tales, and luxury products.

# Orange

- Orange has a very interesting psychological meaning as it combines red's power and energy with yellow's friendliness and fun.
- Orange is also known to be a color of motivation, lends a positive attitude
- Orange is commonly seen: Fruits, sporting events, and board games.

# Black

- Black is a background color with a useful psychological undertones
- Black is a color of sophistication, seriousness, control, and independence.
- it can also be used to show evil, mystery, depression, and even death.
- Black is a very reserved color that completely lacks any light as its an absence of all the colors.
- It likes to stay hidden, in control, and separate from others.
- black is a great color for high contrast and easy legibility.
- too much black can cause sadness and overall negativity so use it sparingly and in your text more so than the visuals itself.

# White

- White is color that is complete and pure, making it a perfect example of purity, innocence, cleanliness, and peace.
- Avoid using too much white as it can cause isolation, loneliness, and emptiness.
- Weddings, website backgrounds, and doctor's waiting rooms.



Questions ??

Thank You