TRUE COLORS
WHAT YOUR BRAND COLORS SAY ABOUT YOUR BUSINESS

COLOR MATTERS:

WHY SHOULD YOU CARE ABOUT YOUR BRAND COLORS?

Studies have shown that a product's color influences 60 to 80 percent of customer's purchasing decision, meaning color can make or break a product.

Consumers are acutely aware of whether or not a brand and logo color really connect.

Color is the first thing a consumer will notice about your logo.

It costs your company next to nothing to choose a color, but making the wrong decision could cost your company in the long run.

INTEGRATE YOUR BRAND COLORS ACROSS THE BOARD-IN YOUR LOGO, LANDING PAGE, PRODUCT, AND MORE-TO ACHIEVE THE HIGHEST IMPACT.

THE TRUE COLORS OF THE WORLD'S TOP BRANDS

A study of the world's top 100 brands (determined by brand value) analyzed each brand's logo and found the following.

WHICH COLORS ARE COMPANIES USING MOST?

2011

- green
- mountain meadow
- use red
- terra cotta
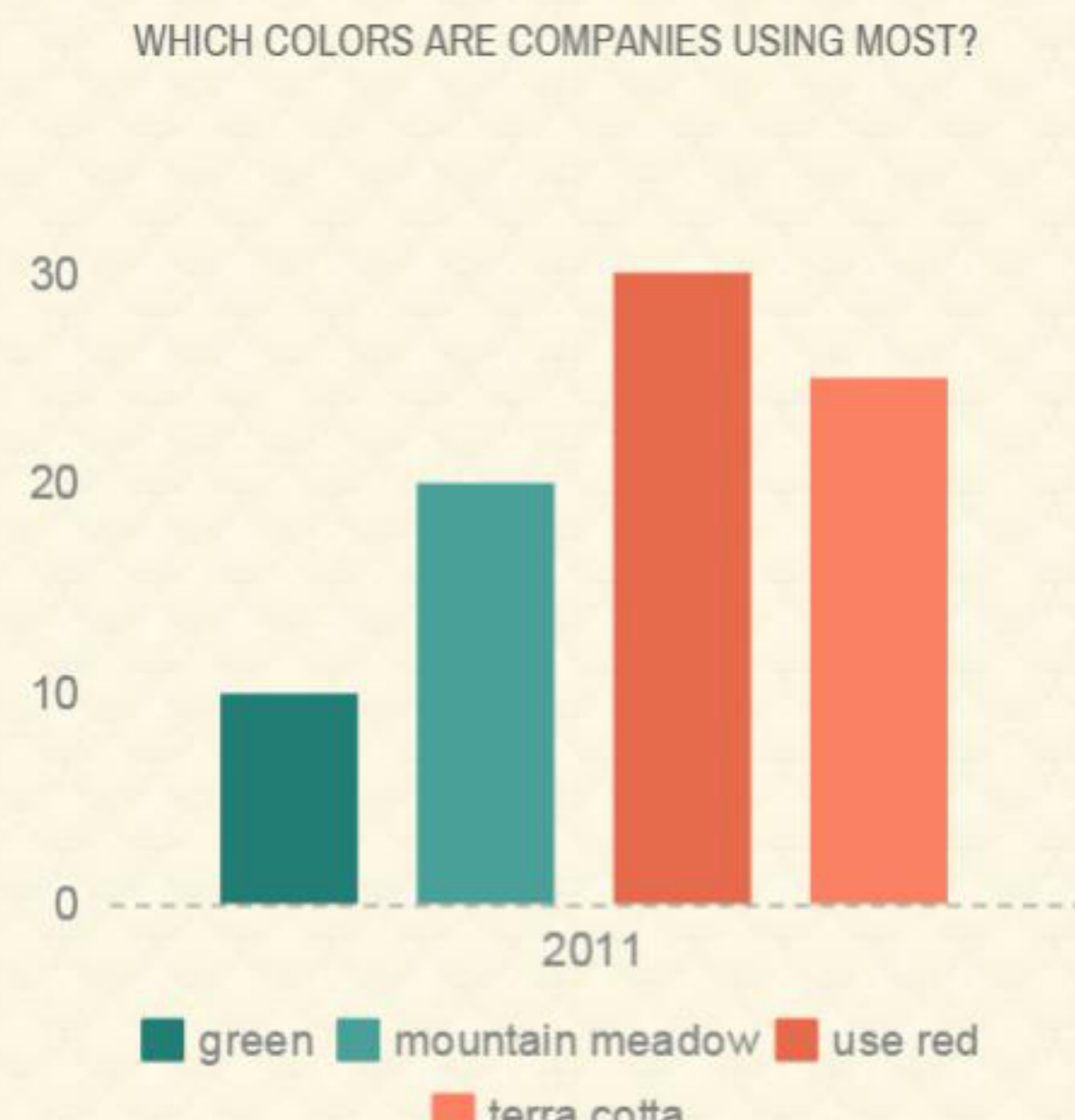
NUMBER of COLORS

- **95%** use only one or two colors.
- **5%** use more than two colors.
- **41%** USE TEXT COLORS.
- **9%** DON'T FEATURE THE COMPANY NAME AT ALL.

CONSUMER REACTIONS

HOW DO PEOPLE RESPOND TO DIFFERENT COLORS?

Every color elicits a different response from humans. Studies reveal how each of the following colors affect us.

INDUSTRY

Energy | Finance | Airlines | Food | Household | Technology | Health Care | Clothing | Car | Agriculture

WARMTH

Colors can essentially be divided into two different categories; warm and cold. Warm colors are associated with energy; cold colors are more about calmness and security.

WARM | COLD

RED
Red evokes a passionate and visceral response. It is a color that increases your heart rate, make you breathe more rapidly, and activates the pituitary gland.

COLOR CODE: Aggressive, Energetic, Provocative, Attention-Grabbing

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

PURPLE
Purple is a sophisticated yet mysterious color. The richness of this color tips its hat to the royalty and elegance found deep within us.

COLOR CODE: Royalty, Sophistication, Nostalgia, Mystery, Spirituality

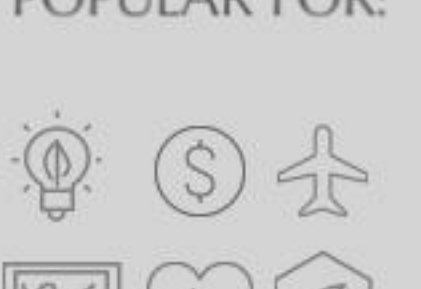POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

BLUE
Blue is arguably the most popular choice for a brand color. Blue is thought to put people at ease as it is reminiscent of the sky and ocean.

COLOR CODE: Trustworthy, Dependable, Secure, Responsible

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

GREEN
Green is synonymous with calm, freshness, and health. But there is a wide variation between its shades. Deeper greens are associated with affluence, lighter greens with serenity.

COLOR CODE: Wealth, Health, Prestige, Serenity

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

YELLOW
Because the color yellow is reminiscent of the sun, it communicates hope and optimism. Yellow stimulates creativity and energy, and its brightness is especially useful to catch a customer's eye.

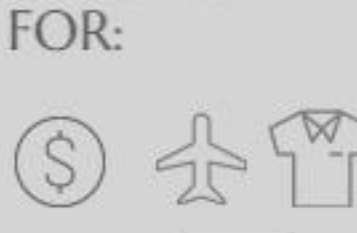COLOR CODE: Positivity, Light, Warmth, Motivation, Creativity

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

ORANGE
Orange combines the brightness and cheer of yellow with the energy and boldness of red to make a color that is full of life and excitement.
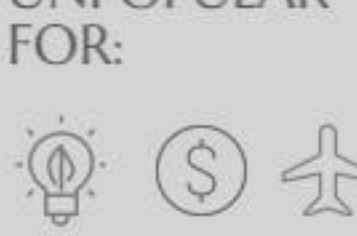
COLOR CODE: Vitality, Fun, Playful, Exuberant

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

BROWN
Brown speaks of earthly simplicity, as well as strenght and durability. However, use caution with brown as it reminds most people of dirt.

COLOR CODE: Earthlike, Natural, Simplistic, Durable

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

BLACK
Black is used by companies that wish to boast a classic sophistication. Black works especially well for expensive products.

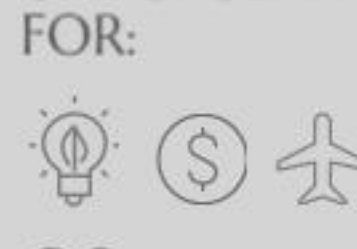COLOR CODE: Prestige, Value, Timelessness, Sophistication

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR:

WHITE
White represents purity (think wedding dress) and cleanliness (think doctor's coat). With this in mind, white is a popular choice for health care and child-related businesses.
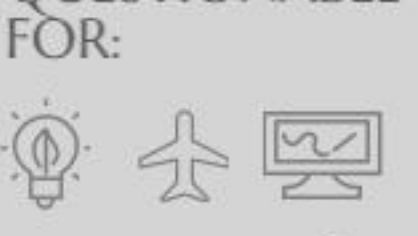
COLOR CODE: Pure, Noble, Clean, Soft

POPULAR FOR: | QUESTIONABLE FOR: | UNPOPULAR FOR: