

# Color Psychology in Marketing

Ultimate Guide to Visual Design

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Intro

# How do people feel about color?



**Specific colors can affect the brain's emotion sensors in many ways.**

The psychology of color in marketing and branding is more than one-sentence explanations of what each color represents.

It is true that specific colors can influence consumer choices. Color can affect the brain's emotion sensors in many ways. It can attract attention, inspire emotions, give security or take advantage of nostalgia.

But the psychology of color is not so simple.

A sentence like "yellow represents creativity and happiness" isn't exactly color psychology, it's a generalized association.

Actually, "yellow" can have different connotations depending on how it is used, what color it is placed next to, and what shade of yellow it is.

Yellow is not always cheerful and creative; sometimes, it is sickly and pale.

The psychology of color in marketing is largely based on how people feel about color, and that stems from how they experienced color as children and during the transition to adulthood.



# What is color psychology?

**It is the study of colors on the emotional effects they cause in individuals**





# 85% of shoppers choose what to buy based on color

We perceive colors through our sensory system, so each person can perceive it differently, that is, subjectively.

But, although there are individual differences in perception, we have cultural codes that give symbols and specific meanings to each color. Within the psychology of color, the qualities of colors are taken into account, both sensory and cultural impact.

Not only is the study of color itself important, but also the shades and color range of these, taking into account the

effect it has on the human being and the perception of it according to its density and how it relates to emotions. .

Buyers often choose what to buy based on color. In fact these equate to about 85% of the reason a person chooses one product over another. In addition, color is of great importance in branding.







## Primary Colors

Primary colors are colors that cannot be created by mixing two other colors. In fact, they form the basis of all other colors.

On the classic color wheel, the three primary colors are red, yellow, and blue.



# What Happens When Colors Combine?

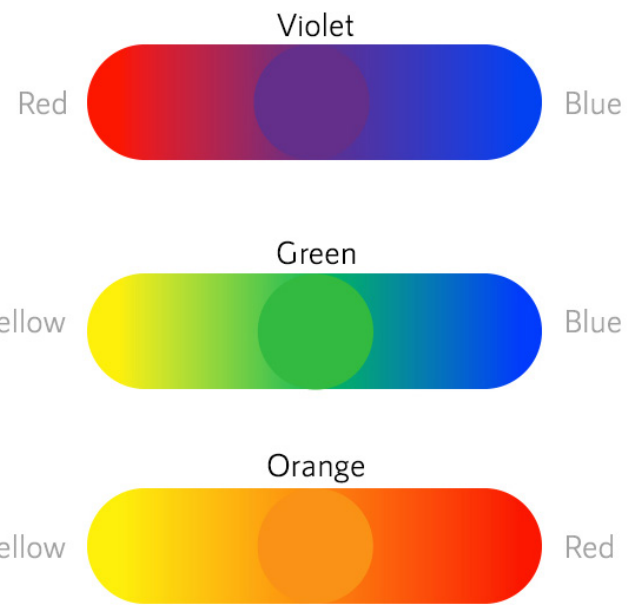
In terms of the psychology of color in marketing, knowing how colors combine and give off different moods and feelings will help you get better results.

In this section, we'll look at basic color combinations, color harmonies, and how to group colors in a nice way.

There are two basic color combinations: secondary and tertiary.







## Secondary Colors

Secondary colors are created from the mix of two primary colors. In the color wheel, these are visualized in between the primary colors.



## Tertiary Colors

Tertiary colors are the six colors created from a mix of one primary color and one secondary color. These only apply to colors that are next to each other in the color wheel.

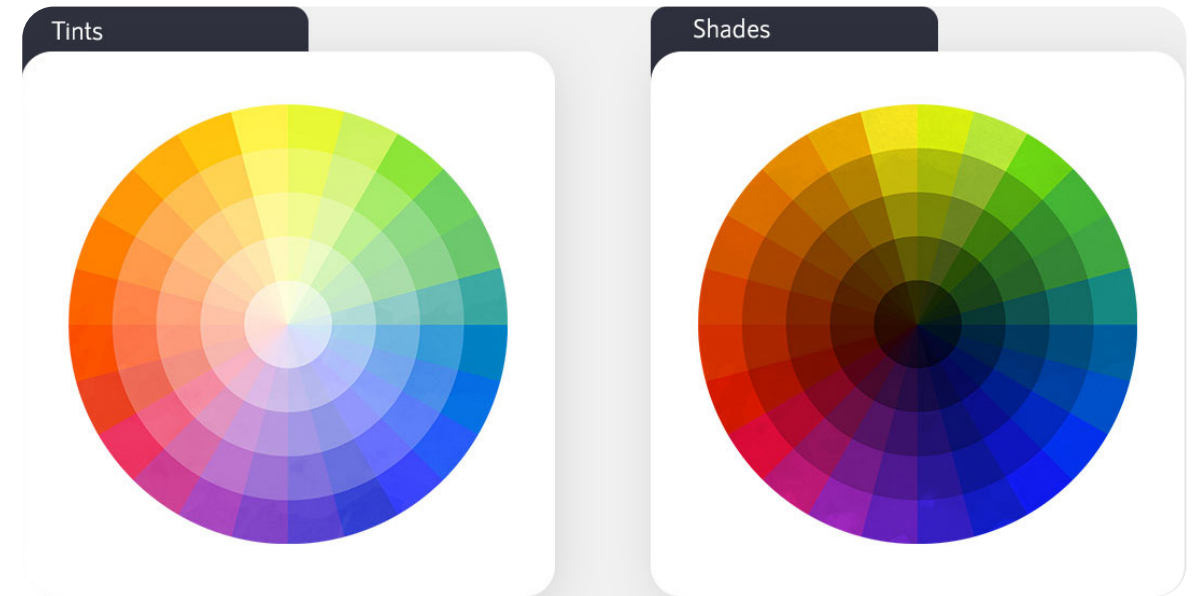




## The Color Wheel

All the primary, secondary and tertiary colors complete the color wheel.

In the color wheel visualization, notice how the colors are cut into sections on the left. These nuances make the infinite gamut of possible colors..



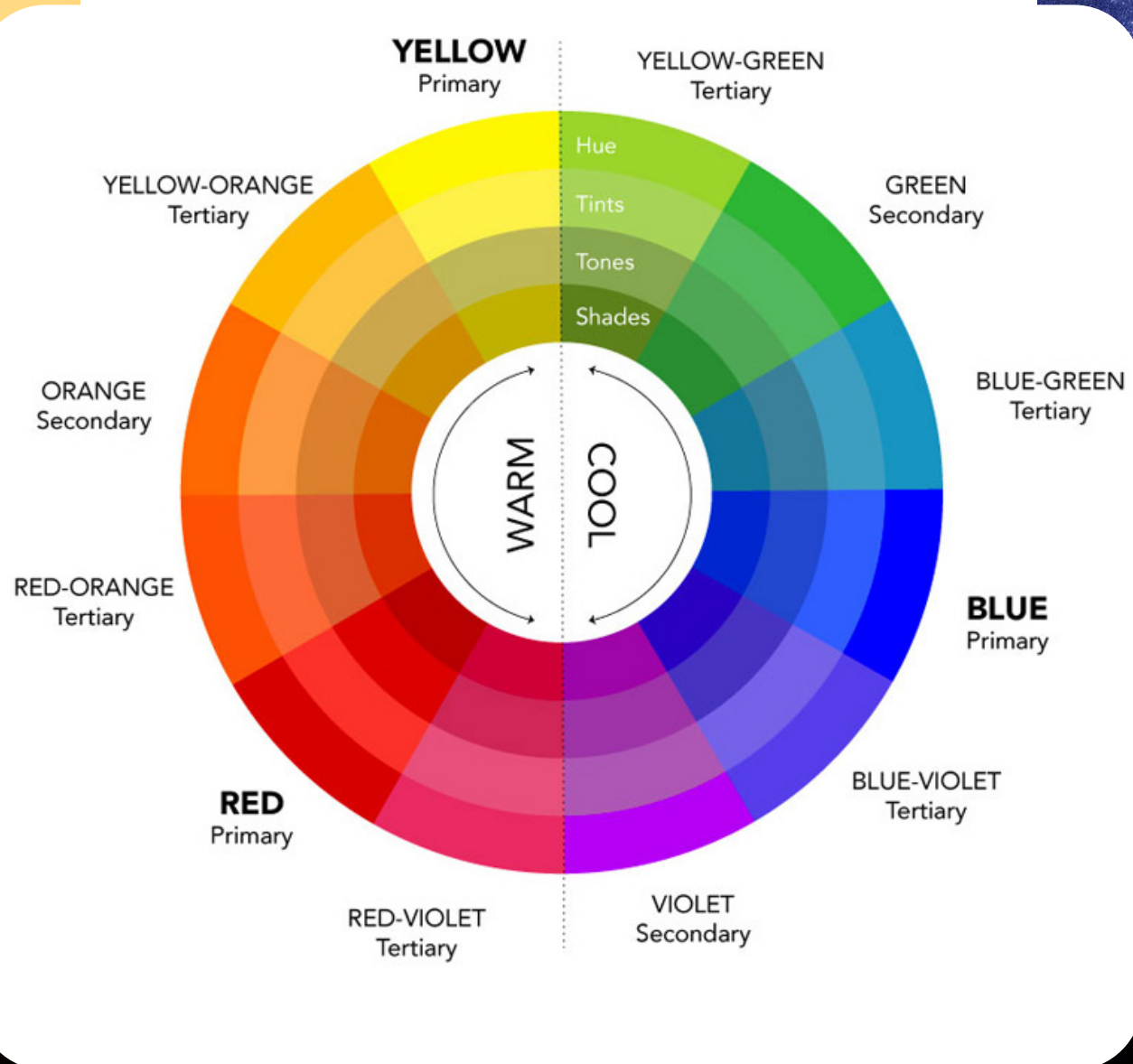
## The Nuances of Color

Take a look at the color wheels below. At first sight, we notice the primary, secondary and tertiary colors. Then we notice how the center of the wheel is white on the left and black on the right.





# Warm & Cool Colors



What about cool colors? They usually represent ice, nature, water and a clear sky.

What emotions or thoughts do warm colors represent? Summer days, sunsets, fire and heat come to mind.



# Complementary Colors

Complementary colors are directly opposite to each other in the color wheel.



# The general rule

# 80/20





# Analogous Colors

Analogous colors are the ones that sit next to each other on the color wheel. For example, blue, blue-green, and green-blue. These colors can often be used on their own, creating a calm and unified design.





# Monochromatic Colors

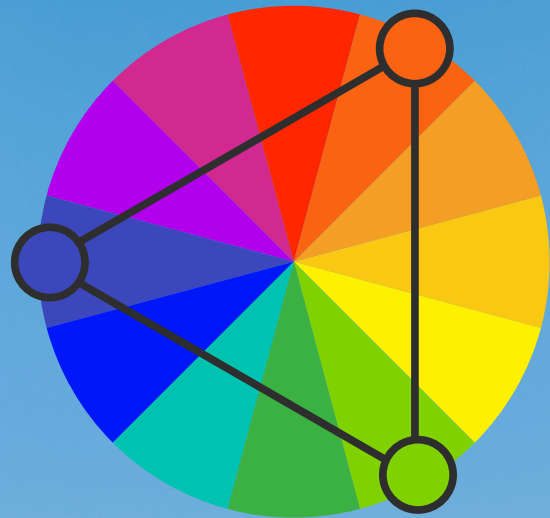
A monochromatic color harmony is made up of various shades and tints of the same hue. Using a balance of shades and tints of just one color can make a really interesting composition of light and dark areas.





# Triadic Colors

A triadic color palette is made of three colors that are equally distant from each other in the color wheel. If you were to connect the chosen colors with lines, you would end up with an equilateral triangle.





# Split Complementary

Another color scheme with three colors is the split complementary color harmony. This is similar to the complementary color pairing, but the colors aren't perfectly opposite to each other.





# Tetradic Color

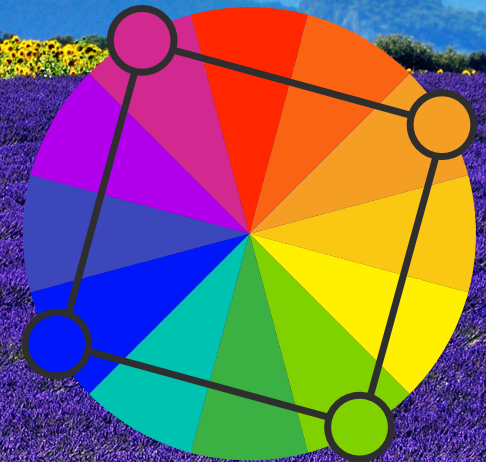
Tetradic color harmonies are made of two pairs of complementary colors, such as red-green and blue-orange.





# Square Colors

Square color harmonies use four colors that are equidistant from each other in the color wheel, forming a square when connected.





# Color Meanings and Symbolism



Now that you know what the color wheel looks like and how harmonies are created, let's take a look at each individual color and its meaning.

When we talk about color psychology in marketing, the particular name of a color is just as important as its visual characteristics.



# Yellow

#FFF200



**Positive  
Connotations:**

Confidence  
Self-esteem  
Friendliness  
Optimism



**Negative  
Connotations:**

Cowardice  
Depression  
Jaundice  
Sickness  
Fear







# Red

#D30000



**Positive  
Connotations:**  
Excitement  
Courage  
Security  
Power  
Speed



**Negative  
Connotations:**  
Aggression  
Defiance  
Danger  
Pain



# Blue

#0018F9



**Positive  
Connotations:**  
Intelligence  
Serenity  
Calm  
Trust



**Negative  
Connotations:**  
Depression  
Sadness  
Cold







# Orange

#FC6600



**Positive  
Connotations:**  
Ludic playfulness  
Comfort  
Warmth



**Negative  
Connotations:**  
Sense of being lost  
Discomfort  
Despair





# Green

#3BB143



**Positive  
Connotations:**

Eco-friendly  
Restorative  
Peaceful  
Fresh



**Negative  
Connotations:**

Blandness  
Boredom  
Sickness  
Greed



# Violet

#B200ED



**Positive  
Connotations:**  
Creativity  
Spiritual  
Healing  
Royalty



**Negative  
Connotations:**  
Suppression  
Introversion  
Moodiness







# Pink

#FC0FC0



**Positive  
Connotations:**  
Happiness  
Sexuality  
Comfort  
Warmth  
Love



**Negative  
Connotations:**  
Overwhelming  
Emasculating  
Emotionally  
Physically  
Draining





# White

#FFFFFF



**Positive  
Connotations:**

- Cleanliness
- Simplicity
- Clarity
- Purity



**Negative  
Connotations:**

- Emptiness
- Isolation
- Sterility
- Elitism

# Black

#000000



**Positive  
Connotations:**

- Sophistication
- Elegance
- Glamor
- Ealth



**Negative  
Connotations:**

- Oppression
- Mourning
- Fear
- Evil





# Brown

#7C4700



**Positive  
Connotations:**

Seriousness  
Earthiness  
Reliability  
Warmth



**Negative  
Connotations:**

Lack of sophistication  
Heaviness  
Dirtiness



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