

Color Psychology and Branding

Conveying Your Message with Color



Did you know?

Up to 90% of an initial impression comes from color.¹

Color can increase brand awareness and recognition by 80%.²

93% of consumers make purchasing decisions based on visuals alone.³

1. <https://review42.com/resources/color-psychology-facts/>;

2. <https://review42.com/resources/color-psychology-facts/>

3. <https://www.invervemarketing.com/blog/the-effects-of-color-on-consumer-behavior>

When thinking of branding, the main elements that come to mind are often logos, fonts, and websites. However, there's a branding principle that is often overlooked: color psychology.

The phrase color psychology is used to describe color's effect on human behavior and emotions. While color psychology is a modern term, many cultures throughout history have understood the power of colors on the human mind. For example, ancient Egyptians often used painted rooms to treat specific ailments.

Today, you can see how color is used in your favorite brands and even across entire industries. For instance, you see a lot of red in fast food, green in health stores, and blue in banking. All of these choices are deliberate and used to reinforce certain moods and behaviors.

Because color is memorable and communicates so much, it's an excellent tool for conveying your brand's personality.

Below are a few ways that color can help your brand.

Recognition

Colors become synonymous, and are oftentimes a consumer's initial identifier, with a brand. They trigger an emotional response that consumers remember and resonate with. The more consumers interact with your brand, the more the colors will become a key identifier.

Influence

Your brand's colors play a crucial role by creating moods and evoking emotions within consumers. These emotions help dictate the decisions consumers make when considering a purchase. A simple tone or shade of color can change and influence the way a consumer feels and the ultimate action they take.

Clarity

A consistent color scheme establishes uniformity across logos, designs, and products, providing consumers with a distinct and memorable brand perception. Utilizing the brand's predetermined colors also creates a defined creative direction, preventing any potential confusion for consumers.

When establishing your brand, you must consider the power colors have and incorporate the ones that convey your desired message. Perhaps you wish to influence feelings of trust and credibility when people interact with your brand. Or you may want to communicate the prospect of growth and prosperity to consumers. Depending on your goal, the colors you choose will play a very important role in creating those emotions in your potential clients.



Questions to ask yourself:

- What attributes and values do you want associated with your brand?
- What colors evoke these emotions and correlate with the values of your brand?
- How can you positively position your brand in consumers minds?

After assessing these questions and reviewing color psychology:

- Pick a primary and secondary color that best represents your brand.
- Create a pallet or use design tools to see how those colors work together and how they make you feel.
- Consider the shape and design of your logo to ensure the colors display properly and convey your message.
- Do not try to incorporate more than 3 colors, as this can dilute the impact of your brand.
- Avoid using lighter colors (like light tans and yellows) for important elements, as these do not show up well in print and can lessen your brand's impact. In this instance, darker, saturated colors are a stronger choice for maximum impact.

Colors and meaning

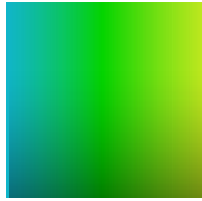
Although color psychology depends on context (like age and culture), below are a few colors and their meanings as generally understood in the wealth management and insurance industries, in the modern US.



Purples
Wise
Creative
Imaginative



Blues
Trust
Strength
Dependable



Greens
Growth
Health
Peacefulness



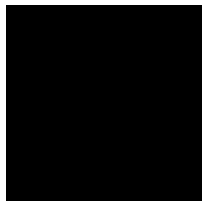
**Yellows
& Golds**
Clarity
Warmth
Optimism



Oranges
Confidence
Friendly
Cheerful



Reds
Bold
Youthful
Excitement
Caution



Black
Powerful
Credible
Professional
Luxurious



Greys
Balance
Calm
Neutral



White
Cleanliness
Innocence
Truth
Minimal

Overwhelmed or unsure of where to start with your color strategy?

Simplicity has a team of marketing and design professionals who can help you navigate the complexities of branding and color psychology.

Utilize our services to either create a brand from the ground up or improve your existing brand. Reach out to your Simplicity representative today.