

# CAPTIVATE WITH COLOR



## THE EMOTIONAL POWER OF COLOR

What do you want your brand colors to say about you? Make sure they reflect you or your business's personality and place in the world.



**RED:**  
Love, energy, power, strength, action



**GREEN:**  
Money, growth, freshness, healing, nature



**ORANGE:**  
Vitality, warmth, adventure



**BLUE:**  
Tranquility, loyalty, security, trust



**YELLOW:**  
Optimism, creativity, sunshine, caution

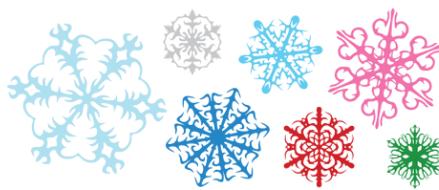


**VIOLET:**  
Royalty, nobility, luxury, ambition

Keep in mind that personal preference, experiences, cultural differences, context, etc., can all influence how people relate to color.

## SEASONAL INSPIRATION

Sometimes the best color choice is right under your nose. Take a cue from the seasons when it comes to making the most appealing color choices for marketing materials.



### December, January and February

Spice up your communications with classic winter cool colors like silver, frost blue or snow white. Holiday greetings also signal plenty of green and red, and don't forget a blush of pink or red for February Valentines.



### June, July and August

Start the summer off with a bang and lots of rich, vibrant reds, orange and combinations of those tertiary shades. In the US, go for red, white and blue for July 4th.



### March, April and May

Celebrate moving away from winter with bright spring greens (especially for March and St. Patrick's Day) and warm yellows or soft purples for Easter. Earth Day calls for deep blue and blue-green.



### September, October and November

Embrace the changing of the seasons by adopting the earth's fall color palette: rich, deep reds and oranges, earthy browns and golds. Orange and black scream Halloween, and harvest yellows speak to Thanksgiving.

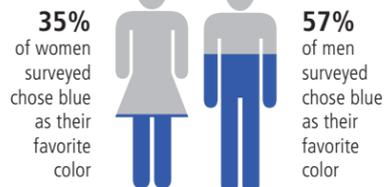
## COLOR AND BRAND

Red attracts attention. Did you also know it increases heart rate? You may love the color but if your yoga studio flyer features it you may be doing downward dog all by yourself.



## FEELING BLUE

Blue takes the top marks for popularity with both genders\*—something to keep in mind as you consider your target audience.



## WHAT'S IN A NAME

Have a lot of products that come in different color options? Unique color names can help you sell more.



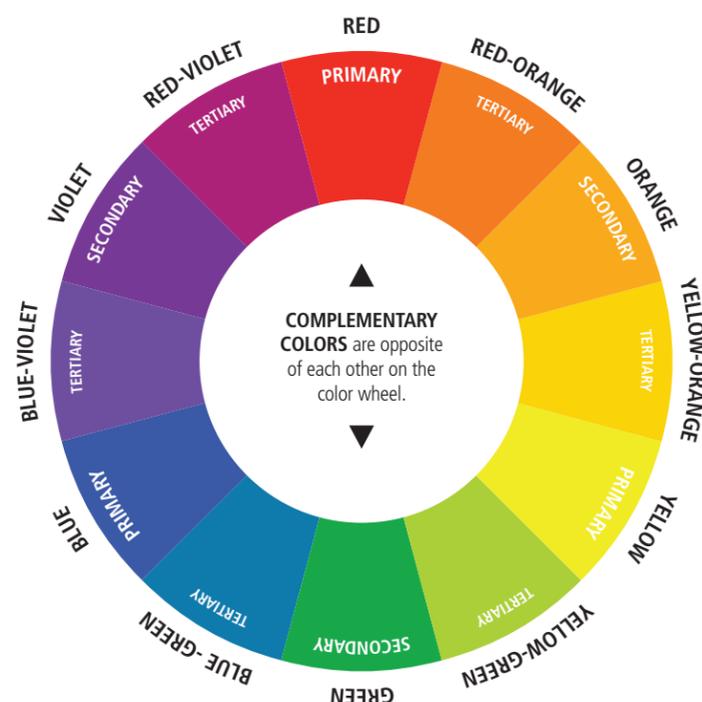
## BOOST RESPONSE

Like colors are attractive but consider using contrast to draw more focus to your calls to action and response buttons.



# COLOR IMPROVES BRAND RECOGNITION BY A WHOPPING 80%\*\*

## THE COLOR WHEEL



### PRIMARY COLORS

The three colors that combine to make all other colors.



### SECONDARY COLORS

Secondary colors are created using mixtures of the primary colors. You'll find the secondary colors in between two primary colors on the color wheel.



### TERTIARY COLORS

Tertiary colors are the "two-name" colors created by combining primary and secondary colors.



### COMPLEMENTARY COLORS

Those colors located opposite of each other on the color wheel. Pairings such as red and green, blue and orange, and yellow and violet offer a vibrant impact when used together due to the high contrast.



According to color theory, harmonious color combinations use any two colors opposite each other on the color wheel, any three colors equally spaced around the color wheel forming a triangle, or any four colors forming a rectangle (two pairs of colors opposite each other).

\*<http://www.joehallock.com/edu/COM498/preferences.html>

\*\*Loyola College, Maryland, USA; Case & Company Management Consultants; Bureau of Advertising, Color in Newspaper Advertising; Maritz Motivation, Inc. Southern Illinois

For more color hints and tips:

[www.xerox.com/tips](http://www.xerox.com/tips)