

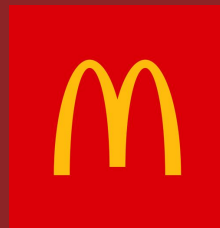
# psychology of color in marketing

performed by  
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# RED

A few distinctive characteristics of red in color psychology:

- able to evoke equally positive and negative emotions;
- creates an effect of urgency that can be profitably used in sales;
- stimulates appetite, can be used by food and fast food brands;
- promotes an increase in heart rate, so it is often used in advertising companies for high-speed cars and underwear.

The Coca-Cola logo, featuring the brand name in its signature red script font on a white background.The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font on a black background.The McDonald's logo, featuring the golden arches symbol in yellow on a red background.The Levi's logo, showing the word "Levi's" in a white, bold, sans-serif font on a red, batwing-shaped background.The H&M logo, featuring the letters "H&M" in a bold, red, sans-serif font on a white background.

# ORANGE

Distinctive features of orange in color psychology:

- orange color creates a feeling of warmth, it can be compared with the sun;
- it is believed that the color orange creates joy and positive emotions;
- many associate the dark tones of orange with autumn, and this can be useful for earthy brands;

Personal characteristics of people who prefer orange: adventurous, competitive, unfriendly.



# YELLOW

- Yellow is a symbol of youth, happiness, joy and sunshine.
- Persistent positive emotions can compensate for some psychological problems
- Shades of yellow can appear muddy in certain lighting conditions.
- Often has more impact next to a darker color .

Several personality characteristics relative to yellow: independence, purposefulness, impulsiveness.



# GREEN

Here are some theses about green from the point of view of psychology:

- color relaxes the eyes and is a symbol of health;
- green has a clear association with freshness and a return to life;
- a very common color among eco-brands, pharmaceutical companies;
- also this color fell in love with the business sector: banks, stock exchanges, finance and the military.

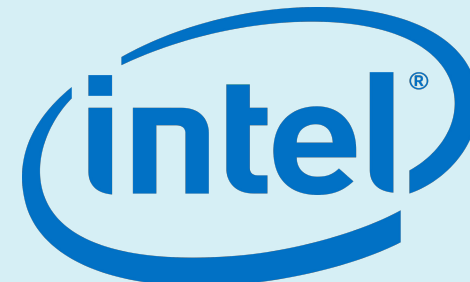
People who prefer green are psychologically open and friendly.



# BLUE

- Blue color has a pronounced calming effect.
- This is the color of strength and freedom, which is used by many brands.
- There is no natural blue food in nature.
- Blue is a symbol of calmness.

Here are a few personal qualities of people, according to psychologists who choose blue: loyalty, sociality, politeness.



# PURPLE

- historically, purple is associated with superiority, wealth;
- suitable for brands that need to position themselves as prestigious brands;
- considered quite extravagant, so it should be used with caution;
- dark shades are soothing, can be used for "feminine" brands.

Personalized characteristics of purple: sensuality, majesty, understanding.



**yahoo!**



# PINK

- Pink is the brightest and most popular color in association with the female gender.
- It can be a great addition to the base color in a brand's corporate identity.
- Pink is a comforting color that is associated with hope.
- Used successfully in an industry that aims to "break the mold".

Psychological qualities that distinguish lovers of pink: spirituality, striving for something new, practicality.



Barbie



BOURJOIS  
— PARIS —



COSMOPOLITAN



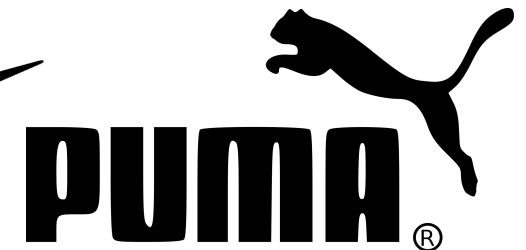
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# BLACK

- Black is an "influential" color that is often associated with power and luxury.
- Luxury brands today are choosing black and white shades of colors.
- Using black with another bright color looks unique and sophisticated.
- Suitable for fashion and health.

Personal qualities of people who love black: determination, self-confidence, seriousness.



# WHITE, SILVER

- embodies purity and suits brands with a modern eco-concept;
- often used in corporate identity design as a dominant color;
- in an unsuccessful performance, it can become a symbol of indifference and laziness;
- perfect for conveying a fashionable, sleek, clean look.

Among the personalized characteristics of white, psychologists distinguish: optimism, independence, innocence.

**ZARA**



**PRADA SONY**