



# Color Your World.

The Marketing Potential Behind the Hues You Use

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Color is one of those qualities that many people don't think about consciously, yet the subconscious impact of it is jaw-dropping. Color is more than visual—it's emotional. Color can soothe your senses, raise your blood pressure, inspire you, irritate your eyes, or even suppress your appetite. Its power is its ability to communicate with us non-verbally. Up to [87% of our sensory perception comes through color](#). A statistic like that should make any marketer take notice.

## Why Color Matters

To understand more about the potential of color in branding and marketing, take a closer look at the science behind it through color psychology. This is a field that studies how color influences our behavior and decision-making. From a marketing perspective, different colors determine how buyers perceive a brand. In fact, [color and conversion rate research](#) shows that color accounts for 85% of the reason why consumers purchase a specific product.

Though the correlation between color psychology and marketing is quite subjective, it makes sense because of how much color perception depends on personal experiences. Yet at the same time, color is tightly woven into our culture. For example:

- Worldwide in traffic lights, green means go and red means stop.
- When we think of all-things environmental, we think of the color green.
- Pink symbolizes baby girls, while blue symbolizes baby boys.

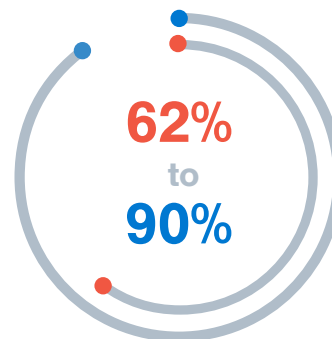
While some colors associations are more definite, others can send mixed messages to observers. A beige color scheme, for instance, can look cozy and soothing to one person, yet dull and boring to another.

## Color-Based Branding & Marketing

Color has a significant impact on how consumers view a particular brand or product. The key is to use a color palate that appeals to your target audience. After all, it's these most devoted customers who drive the success of your advertising and marketing efforts.

How much does color matter to consumers? According to the Institute for Color Research,

most people make a subconscious judgment about a product, or their surroundings within



of their judgment is based on color alone.







It's not surprising why some of America's biggest companies choose the colors they do. For example, Starbucks' use of green connects buyers to feelings of harmony/balance, and relays the company's commitment to environmental sustainability and responsibly sourced products. Here are a few connotations associated with color to consider when building your next campaign:


- Orange relays a sense of urgency and anxiety that attracts impulsive buyers.
- [Red can stimulate appetite and increase food cravings](#), which is why it gets results in the restaurant industry.
- Blue, on the other hand, curbs appetite, denotes a sense of security and promotes productivity.
- Green is synonymous with all-things nature, as it encourages harmony and balance.


## Color = Feeling


Since people associate colors with different feelings and meanings, how you use those colors can make or break your branding and marketing efforts. Use this chart as your guide for determining what color palate makes the most profitable impact on your next campaign:


 **Red**  
**passion, love, energy, heat, danger, stop**  
 Red stimulates appetite and creates a sense of urgency; it's often used for sales, callouts, and "act now" buttons in digital mediums.


 **Orange**  
**creative, adventurous, competitive, aggressive**  
 Orange also creates sense of urgency and attracts impulsive buyers; it's effective in call-to-actions.


 **Yellow**  
**joy, enlightenment, optimism, youth**  
 In retail settings, yellow attracts attention of window shoppers. Digitally, yellow effectively highlights important messages.


 **Green**  
**natural, healthy, fresh, organic, go**  
 Green reduces stress and promotes relaxation. It's also popular for conveying an environmentally friendly message.


 **Blue**  
**calm, loyal, respectful, stable**  
 Blue is often used in finance, insurance, and other corporations as it signifies trust and authority. Lighter shades of blue convey peace and tranquility.

 **Purple**  
**dignified, magic, ambitious, mysterious**  
 This versatile color promotes creativity, passion and futurism, yet it also has soothing properties that make it a wise choice for skin care and beauty products.

 **Black**  
**confident, classic, formal, sophisticated**  
 Luxury items often use black, as it's a timeless pick to promote the finer things in life.

 **Gray**  
**innovative, sleek, modern**  
 Use gray for marketing technology-based products, modern furnishings, or anything that connotes class and elegance.

 **White**  
**pure, innocent, simple, independent**  
 White is good for representing new beginnings, a fresh start, cleanliness—it's popular in wedding and healthcare industries.

 **Brown**  
**earthy, organic, casual**  
 Because of its earthly origins, brown is a popular color in food manufacturing. Its wholesomeness is also good for environmentally friendly products.



## Reasons to Use Color

Here are 5 key reasons why and how you should use color effectively:



1. Promote structure. Color helps organize spreadsheets, technical documents and textbooks when each chapter has a different heading and correlating color block.



2. Speed up searching. Think metro schedule—color makes info visually easier to spot and follow.



3. Establish identity. There's reason why McDonald's uses golden arches on a red background—it effectively establishes it as a place where you can grab food quickly.



4. Create mood. Many facets of color can evoke emotion—painters and photographers are experts at using color value to create a specific mood or experience.



5. Improve recognition. From yellow bananas to blue water, we recognize objects faster when they reflect what color we see them in the physical world.

**Note:** As you use color, keep accessibility in mind. Using color alone can leave visually impaired people without the information they need to know about your product or service. To ensure your design and message is inclusive, use attributes like icons, patterns or labels that are redundant and easy to identify without color.

## Color Starts Here...

Western States Envelope & Label is a one-stop source for helping you and your customers make an impact with color. Read our blog to learn more about [why envelope colors matter](#). Then from our [Starburst®](#) line of envelopes and stationery to [fluorescent labels](#), we have complimentary samples in a myriad of colors—[contact us](#) or call 800-558-0514 to request yours.

