

Color in Print Design

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Did you know that customers get their first impression of your business from the colors you use in your logo or business stationery?

Yes, it is true that the colors we use on our logo, business stationery, and even our marketing materials affect the way that our customers see us. It is important to match the content of our printed materials with specifically chosen colors, graphics and type styles. Below is a chart of colors and our psychological response to them.

COLOR	PSYCHOLOGICAL RESPONSE
Red	Power, energy, warmth, passion, love, aggression, danger
Blue	Trust, conservative, security, technology, cleanliness, order
Green	Nature, health, good luck, jealousy, renewal
Yellow	Optimism, hope, philosophy, dishonesty, cowardice (a coward can be described as "yellow")
Purple	Spirituality, mystery, royalty, transformation
Orange	Energy, balance, warmth
Brown	Earth, reliability, comfort, endurance
Gray	Intellect, futurism, modesty, sadness
White	Purity, cleanliness, precision, innocence
Black	Power, sexuality, sophistication, mystery, elegance

Chart source: Jill Morton's Color Voodoo - Color Symbolism, www.colorvoodoo.com

Color is one of the first things that your customer sees. An example of the impressions that we get from color is UPS and their brown trucks (reliability). Also, look at all of the companies around you with blue logos, IBM, Hewlett Packard, 3M. Blue is a good choice. It represents that the business is trustworthy and secure.

When selecting your company's colors you must take into consideration your audience. If you are using your colors globally, you need to know how the people around the world will respond to your colors. Below is an interesting chart on how people around the globe may respond to different colors.

COLOR	GLOBAL RESPONSE
Red	Red changes meaning in the presence of other colors. With green it becomes a symbol of Christmas. When combined with white it means joy in many Eastern cultures.
Blue	Used in the U.S. by many banks to symbolize trust.

Green	Doesn't do well in a global market. There are problems associated with green packaging in China and France. Green has been successful in attracting investors in the Middle East.
Yellow	Yellow is a sacred color to the Hindus.
Purple	Purple appears very rarely in nature.
Orange	Signifies a product is inexpensive in the U.S.
Brown	Food packaging in the U.S. is often colored brown, to great success. In Colombia, brown discourages sales.
Gray	Gray is the easiest color for the eye to see.
White	Purity, cleanliness, precision, innocence Signifies marriage in the U.S., but death in India and other Eastern cultures.
Black	Signifies death and mourning in many Western cultures. In packaging, conveys elegance, wealth, and sophistication.

Chart source: Jill Morton's Color Voodoo - Color Symbolism, www.colorvoodoo.com

Look around and take notice of all of the different logos and their colors. What do the companies represent to you? Does what they represent fit in with how the color makes you feel? Color is a powerful tool and a good understanding of it is necessary to convey the proper message to your customer.