



# Utilizing the Psychology of Color in Your Branding

By Debbie Allen

Color in marketing speaks very loudly in the subconscious. It can have a positive or negative reaction to your prospect within a matter of seconds. And on the Internet you have less than 30 seconds to make your first great impression. That's why branding, the use of color and over image has a lasting impact on whether a prospect will continue to read on or click off your site.

On the internet you don't deal face-to-face expect for the use of video. Therefore, the Internet is a powerful visual and psychological medium. The words (or sales copy) on your website have by far the greatest psychological impact on your visitors and thus becomes your most important communication and marketing tool. But another important psychological aspect of your website that is often overlooked are the colors. Just as you use words to express yourself, colors can be used as an expression as well and are a language all on their own. The background color of your website, the color of your banner, the color of your text, bolded headlines and sub-headlines etc. ... everything has a psychological impact on your visitors.

Color is like a silent language that can motivate and persuade or demotivate and turn off prospects in an instant. People actually respond more to non-verbal cues than verbal ones. Therefore, make sure to utilize the psychology of colors in all your marketing and branding consistently in everything you do from your website, business card, social media, advertising, etc.

When color is used correctly, it can send a number of messages to your prospects. It can also highlight important points. However, if

used incorrectly, color can quickly confuse your prospects and lead them away from your marketing message all together.

Colors trigger a variety of emotions and memories. To know which colors will appeal to your prospects, you must know your audience very well.

Below is a list of some of the common colors and what type of psychological emotion they invoke in people.

**BLACK** is associated with seriousness, authority, power, and boldness. It is distinguishing and classic. Business wise it's great for creating drama and is good for a background color. When overused on websites it is too hard on the eyes, therefore it should be utilized as an access or text color only (not for backgrounds).

**BLUE** is associated with trustworthiness, success, security, authority, seriousness, and professionalism. When utilized in business, dark blue or navy is best because it showcases responsibility and power. A lighter blue will showcase calmness.

**BROWN** is associated with earth, nature, simplicity, richness, politeness, helpfulness and effectiveness. Light brown implies genuineness while dark brown is similar to wood or nature. It is a good neutral color but should be used sparingly in marketing so that it doesn't provoke a dark or negative impression.

**GRAY** is associated with authority, professionalism, reserved, practicality, earnestness and creativity. Business wise it is very traditional and conservative but can make a great accent color for a more professional type of organization.

**GREEN** is associated with health, freedom, freshness, healing, environment, tranquility, nature, and harmony. It is a calming, refreshing color when utilized effectively and not overused.

**ORANGE** is associated with celebration, fun, youth, affordability, and excitement. When utilized in business it is good for highlighting information yet it can also showcase discount, therefore use it sparingly and effectively.

**PINK** is associated with softness, sweetness, innocence, youthfulness, femininity, gentleness, well being and innocence. For business you must be aware of it's feminine links and implications.

**PURPLE** is associated with spirituality, royalty, luxury, wealth, sophistication, authority and even fantasy. In business it is upscale and works with artistic types. It can also appear to be a more feminine and emotional color.

**RED** is associated with excitement, strength, love, passion, impulse, action, adventure, vitality, aggressiveness. It commands attention. When utilized in business it showcases boldness and emotion. It works well as an accent color.

WHITE is associated with purity, cleanliness, devotion, contemporary and simplicity. For business it can be anything from sterile and refreshing. It's good for basic highlighting and balance in your marketing.

**YELLOW** is associated with playfulness, warmth, sunshine, cheer, happiness, curiosity, and amusement. It appeals to the intellectual types and is a good accent. Yellow enhances concentration, hence its use for legal pads. Goldenrod yellow is one the best sales conversion rate colors to utilize on line and also for direct mail. Yellow also speeds metabolism. It is also the most difficult color for the eye to take in, so it can be overpowering if overused.

In conclusion, not only can use of color impact the psychological and subconscious of your prospect ... so can your words. Choice each word of your marketing and branding wisely and speak directly to your target market in benefit-rich language.

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### **About the Author**

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing strategies at [www.DebbieAllen.com](http://www.DebbieAllen.com).

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