



of Your Brand



It has long been known that colour can influence mood, emotion, behaviour and even product choice. Studies of the theory, both scientific and non-scientific, are aplenty. We've taken an infographic look at some of our best known clients, and how they have used colour in their brand. In (unscientifically!) researching and creating this infographic we were interested to see that the colour psychology theories don't apply, almost as often as they do! It also struck us how historical and cultural elements affect our perceptions of colour in branding. We'll let you be the judge.

The colours you choose to represent your brand are important because they will undoubtedly influence the message you are conveying, so when you've filled your boots with our beautiful graphic, read on to find some practical advice about considering colour in your branding, logo and marketing.



Increase in Brand Recognition
When marketing new brands or product ranges, it is crucial to consider that 93% of consumers place visual appearance and colour above other factors when shopping. 85% of shoppers place colour as a primary reason for why they buy a particular product or from a specific brand. As a result, colour increases brand recognition by 80%.*
*Source: www.surveycrast.com

OUR CLIENTS' COLOUR PSYCHOLOGY

Black

Client: Lloyd's
Industry Sector: Insurance

Black is a serious colour and has denoted Power, Strength and Authority for as long as anybody can remember. Hence, it seems a safe choice for a long established financial institution such as Lloyds of London.

Blue

Client: Westcon
Industry Sector: Telecoms

Blue is widely cited as the world's favourite colour. Its perceived qualities of Trustworthiness and Reliability make it a good choice for businesses needing to communicate Dependability and Continuity - like Westcon.

Red

Client: Velux
Industry Sector: Domestic & Commercial Building

The colour with the longest visible wavelength, red is for Energy, Passion & Excitement. But the most important quality of red in a marketing sense is that it is the most 'shouty', attention demanding colour going.

Pink

Client: Big Lottery Fund
Industry Sector: Third Sector

Pink is associated with Femininity, Nurturing and Calmness. You might think then that for a non-gender specific organisation, but consider how a colour's tone can totally change it. Colour psychology is not a science!

Yellow

Client: Best Buy
Industry Sector: Electrical Goods Retail

Yellow is a funny one - on one hand associated with Cheerfulness & Optimism, and on the other, it can signal Caution. The multinational electronics company Best Buy uses the eye-catching colour in its bold logo.

Purple

Client: London Metropolitan University
Industry Sector: Education

See purple, think Royalty & Sophistication. Some sources attribute Wisdom to the colour. London Metropolitan University runs a Brand Management degree course so we reckon they must know what they're doing!

Green

Client: Holiday Inn
Industry Sector: Travel

Associated with Health, Nature & Peace, green has been the choice of the hotel chain Holiday Inn for over 1/2 a decade. A Calm and Relaxing colour, green is ideal for the likes of leisure based businesses.

Orange

Client: Aruba
Industry Sector: Communications

Orange is the colour of Positivity, Cheerfulness & Dynamism. Some marketers believe that orange denotes a call to action & sense of urgency which is no bad thing in a competitive market such as communications.

