of Your Brand It has long been known that colour can influence mood, emotion, behaviour and even product choice. Studies of the theory, both

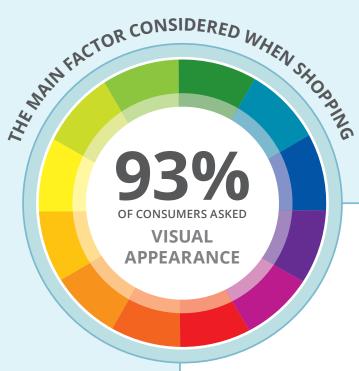






scientific and non-scientific, are aplenty. We've taken an infographic look at some of our best known clients, and how they have used colour in their brand. In (unscientifically!) researching and creating this infographic we were interested to see that the colour psychology theories don't apply, almost 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.



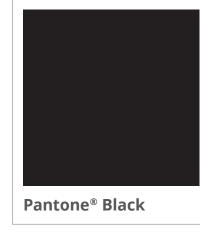
PRIMARY REASON FOR BUYING A PRODUCT THE USE OF **COLOUR Increase in Brand Recognition**



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.surveycrest.com

OUR CLIENTS' COLOUR PSYCHOLOGY





Client: Lloyd's **Industry Sector: Insurance**

Black

Black is a serious colour and has denoted Power, Strength

Hence, it seems a safe choice for a long established financial institution such as Lloyds of London. **Blue**

and Authority for as long as anybody can remember.





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.





Client: Velux

Red

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.





Client: Big Lottery Fund

Pink

Pink is associated with Femininity, Nurturing and Calmness. You might think then that for a non-gender

Industry Sector: Third Sector

specific organisation, but consider how a colour's tone can totally change it. Colour psychology is not a science! **Yellow**





Industry Sector: Electrical Goods Retail

Client: Best Buy

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

Purple

Buy uses the eye-catching colour in its bold logo.





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!

Client: London Metropolitan University

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**

Dynamism. Some marketers believe that orange denotes

a call to action & sense of urgency which is no bad thing

Orange is the colour of Positivity, Cheerfulness &



NETWORKS



in a competitive market such as communications.





HARVEY NICHOLS

LAND= -ROVER

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