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THE PSYCHOLOGY OF COLOUR IN MARKETING AND BRANDING

One important aspect in the promotion of products is the colour of the packaging. Product packaging, as a graphic design discipline, is an industry itself. It develops the coloured packages for certain goods and examines how consumers react to them.

According to research complied by web design and marketing company WebPageFX, people make a subconscious judgment about a product in less than 90 seconds of viewing, and a majority of these people base that assessment on colour alone. In fact, almost 85% of consumers cite colour as the primary reason they buy a particular product, and 80% of people believe color increases brand recognition [1].

Let's consider how consumers perceive the basic colors.

Blue is the colour which psychology dictates as insanely popular logo colour. It stands for being "trustworthy, dependable, fiscally responsible, and secure". This makes sense when you consider the central role it plays in the identities of big brands like Facebook, Wal-Mart, AT&T, and probably your town's police department. Consumers trust such companies to operate various fields of their everyday lives, from going shopping to texting with friends or to saving for a new car, and that's why blue is the best choice for these brands. It makes consumers feel safe in their hands as they continue to innovate and grow their businesses.

Fast Company calls *yellow* an optimistic colour. It has the benefit of being bright enough to attract a consumer's attention from a distance. That is why Denny's and McDonald's both use yellow in their logos since they're eager to catch hungry travelers.

Purple is a strong colour with strong connotations. It's a go-to if you're looking to portray your brand as creative, imaginative, or wise (Syfy Network). It can also be a soothing, emotional colour.

Green is the easiest color for the eyes to process. It is associated with health, freshness, serenity and of course, money. All these things explain why green shows up in the logos of brands like Whole Foods, Land Rover, and Starbucks. Each one of the brands works to make sure consumers feel like they're invest into something to maintain their health or let people live freely, or get them outdoors.

Red is a very tricky color for marketers. It is often used to signal sale. It can be considered the strongest colour in psychology which symbolizes excitement and passion.

Orange is often referred to as a 'friendly' colour. It is used by everyone from Fanta and Nike to high fashion brand Hermes. The bright, bold orange, is applied by stores promoting value. Regardless of the tint, orange definitely plays up the friendly angle by raking in billions of dollars for these brands.

Black means business and luxury. That explains why it is the preferred colour for evening wear or business class cars. If you would like to convey drama, sophistication, and a hint of status, this colour will do the trick.

Thus, being armed with the necessary knowledge about the influence of colour on the consumer perception of the advertised product, you can create ads that will cause the 'right' emotions and will contribute to making a purchasing decision.

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