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THE PSYCHOLOGICAL ROLE OF COLOURS IN MARKETING

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Understanding color meanings in business is essential when you are establishing a business profile. Color psychology affects our lives in so many ways, yet we often don't realize the impact of our color choices on our website colors, on our stationery and packaging, in our retail stores or offices, in marketing or business uniforms.

Color has a powerful subconscious effect on every part of our life, without even saying a word; an understanding of color meanings in business gives us an invaluable tool to get the best response to our marketing and promotional efforts and ultimately to create a successful business.

In applying the information about color meanings in business to enhance your own business profile and marketing, don't use any color entirely on its own; it is always best to use a complementary color with your main choice as over-use of any one color can negate its effect and in fact have the opposite effect.

There is almost always more than one option of color combinations to assist your business, so you don't have to choose any color that you do not like or resonate to. Or you may use the disliked color in a very small amount to get the response you want from your customer. For example, you may use just a very small amount of red to indicate your passion or energy for your business or as a call to action button on your website.

Meaning of Red in Business

Red is a physical color which calls for action to be taken. Its high energy and strength draws attention to itself and demands to be noticed.

Meaning of Orange in Business

Orange is a color of adventure which inspires and creates enthusiasm. It is optimistic and sociable and suggests affordability.

Meaning of Yellow in Business

Yellow is an illuminating and uplifting color which stimulates our analytical processes and assists with mental clarity.

Meaning of Green in Business

Green is associated with nature, health and healing. It balances the emotions and inspires compassion.

Meaning of Blue in Business

Blue is the safest color to use in most applications, implying honesty, trust and dependability.

Meaning of Purple in Business

Purple implies wealth, quality, fantasy and creativity. It works well with many other colors.

Meaning of Brown in Business

Brown is a strong, reassuring color that is comforting and reliable. It relates well to businesses that promote down-to-earth and outdoor products and activities.

Meaning of Gold in Business

Gold is associated with value, luxury and prestige. It reflects wisdom, beauty and generosity.

Meaning of Pink in Business

Pink inspires compassion and nurturing. It is a non-threatening color used most often in feminine businesses.

Meaning of Black in Business

Black is the color of power and authority and in excess it can be intimidating and unfriendly.