

COLOR SAVVY

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“Colors, like features, follow the changes of emotions.” – Pablo Picasso

Overview

- 1) Why color matters?
- 2) The four responses of color
- 3) Color associations
- 4) Cultural color differences

Why color matters

- 1) We react to color on instinct.
- 2) Color sets the mood – yours and your client’s
- 3) Color is a powerful communicator
 - a. You have three seconds to make an impression
 - b. Color is easily understood
 - c. Color creates/destroys credibility
 - d. Color communicates “know, like and trust”
 - e. Color makes you look healthier, younger, more appealing
- 4) Color affects marketing materials
 - a. Color influences our behavior
 - b. It enhances or detracts from marketing materials
 - c. Effects differ by culture

- d. Color is a key element and differentiator in your brand
- e. Psychologists suggest color accounts for 60% of product/service decisions.

Color creates responses

- Psychological
- Physiological
- Stimulation
- Visual

Have you ever had a meeting/interview/presentation that did not go well? What were you wearing?

Ask yourself if you are creating the response you want.

Types of Colors

Cool Colors – Blue, Green, Pink, Purple, Blue-Green, Magenta, Blue-Red

These colors soothe and calm

Warm Colors – Yellow, orange, brown, yellow-green, orange-red

These colors are more exciting and aggressive

Neutral Colors – White, Black, Gray

Notes:

- 1) Intensity of the color can also change the meaning (Example: light blue-green is tranquil and cool vs. brilliant turquoise which is more exciting)
- 2) The right color combination is as important as the individual colors.

Color Associations in the United States

Color	Positive	Negative	Notes
Blue	Peace Tranquility Calm Stability Trust Confidence	Cold Depression	<ul style="list-style-type: none"> • Ultimate “power” color • Use for interviews and sales calls
Green	Nature Success Wealth Health Security	Greed Jealousy Illness	<ul style="list-style-type: none"> • Raises perceived value
Black	Power Wealth Authority Sophistication Trust	Anger Death Evil Overpowering Aloof Submission	<ul style="list-style-type: none"> • Can make you inconspicuous • Avoid when interviewing or on sales calls
Yellow	Energetic Optimistic Joyful Positive Friendly Goodwill	Caution Hurried Too stimulating Jealousy	<ul style="list-style-type: none"> • Wear in small doses in business • Encourages communication • Activates memory
Red	Life and energy Passion Love Power Sexuality Strength	Aggression Blood War Danger Anger	<ul style="list-style-type: none"> • Heightens emotion during negotiations and confrontations • Raises blood pressure • Increases heart rate • Not safe for a business mtg

Brown	Credibility Stability Warmth Approachability Sophistication	Drab Earthy Sad Wistful	<ul style="list-style-type: none"> Creates a neutral environment for open discussions Wear for information gathering
Gray	Sophistication Well informed Dignified Authority Intelligence	Depression Gloomy Cold	<ul style="list-style-type: none"> Unsettling Great interview color
White	Purity Cleanliness Precision Simplicity	Sterility Winter Snow Death Blandness	<ul style="list-style-type: none"> Aids mental clarity Enables fresh beginnings Worn in small doses, except in summer

Cultural Differences with Color

Culture	Blue	Green	Red	Yellow
North America	Trust	Success/Safety	Passion	Friendly
Egypt	Truth	Fertility	Death	Happiness
Japan	Villany	Future/Youth	Anger	Nobility
China	Immortality	Infidelity	Celebration/Luck	Sacred & Imperial
France	Freedom/Peace	Criminality	Aristocracy	Temporary

Web Sites and Color

- Web sites also communicate with color
- You have 8 – 10 seconds to make an impression
- Don't use more colors than necessary
- Color helps create web site personality
- Make sure color and message complement each other

Notes:

- 1) For printed material, use color based on Pantone Matching System.
- 2) Paper will change the tone of the color
- 3) Every monitor displays color differently

You are Marketing Material

- 1) The color you wear influences your success.
- 2) How you dress indicates your level of respect for the person you are with.
- 3) Your creditability is at stake with your choice of color.
- 4) 60% of a client's decision will be made on an unconscious response to the color you wear.

Final Thoughts

- 1) The unconscious message and response to color is critical.
- 2) Color can frame decisions and change behavior.
- 3) Color draws attention. Conversely, it can create discord for the viewer.
- 4) Color conveys and creates moods.
- 5) Color affects the body and mind simultaneously.
- 6) Color is part of your branding, both for dress and marketing materials.

**Choose your colors wisely and make sure they coordinate with
your message!**