How Colour Branding Affects Businesses
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Colour is the master communicator. It stimulates all of our senses and conveys messages like nothing else.

It warns us of potentially dangerous situations, which is why street warning lights, school buses and fire trucks are painted ORANGE-Yellow. In addition, Mother Nature’s most venomous creatures are also yellow.

Colour plays an enormous role in conveying your business’ image and can affect your bottom line. According to the Color Marketing Group’s research, the right colour can increase your brand recognition by 80%, and it is also the reason why people decide to buy 65% of the time.

Just ask these corporations of the importance of creating a strong colour brand. Starbucks is green; Coca Cola is red and any woman will tell you that sparkles come in Tiffany Blue boxes.

Some things to consider when selecting your brand’s colour:
- Tie it to your brand’s promise.
- It should represent your image and industry.
- Cultural colours and colour psychology are very important. One colour may be appropriate for one market and a disaster in another.

Consider these important facts from the Colour Marketing Group experts:
- Colour increases brand recognition up to 80%
- Colour improves readership by 40%
- Colour accelerates learning from 50% to 75%
- Colour increases comprehension by 72%
- Colour ads are read up to 42% more than similar ads in black and white.
- Colour can be up to 85% of the reason people decide to buy.

Red
blood, fire, heat, competition, emotion, life, energy, passion, good luck, celebration, prosperity, the Goddess Lakshmi

Red is the longest colour light wave. It raises your blood pressure, increases the heart rate and produces a red face which is essential for “fight or flight.” Red gets our attention like no other colour, it is aggressive and ready for action. For these reasons, it is a familiar colour for branding.

Pink
sweetness, romance, innocence, femininity

This stimulates our sugar cravings, making it a “must have” colour for all things sweet. Pink’s message varies depending on its value intensity. Hot pinks convey energy, youthfulness, sexy, fun and excitement. Light pinks are romantic and childlike.

Orange
adventure, extraversion, celebration

Orange is the colour of affordability and makes us eat faster. Which is why it is the principal colour of fast food restaurants. Orange throughout Asia has positive associations, hence it is the colour of Buddhism. In North America, orange is associated with Halloween, fall foliage and Thanksgiving.However, pure orange is not a favoured colour in North America: they prefer brown-based oranges such as tangerine or mandarin.

Green
nature, balance, healing, spring, growth, environment

Green lowers your blood pressure, and the meaning differs with its many hues. Dark greens are associated with wealth and prestige. Brown-influenced greens are associated with ecology, making it an ideal colour for eco-based businesses.

Black
night, sophistication, bad luck, evil, power, classic.

International black denotes strength and authority. It is considered to be formal elegance. It creates drama and suggests sophistication. Black is good for higher-end products. In Middle Eastern countries, black is the colour of the Kaaba, the spiritual centre of the Muslim world located in Mecca.

White
calm, purity, sterile, blank canvas, modern

White reflects and amplifies all colours. The human eye views white as a brilliant colour, so it immediately catches the eye in signage. White is associated with purity and the medical field, as well as weight loss, low-fat food and dairy products. In India, traditional white is associated with God, sacred cows, the highest caste and all things holy.