

# COLOR MATTERS

Does the Color You Choose Affect Your Marketing and Branding?



THE ANSWER IS A DEFINITE

# YES!

Color plays a powerful role in how people feel about your business.

It affects first impressions, builds brand recognition, and can even influence buying decisions.

## BUT WHAT DOES COLOR MEAN?

Colors speak to our emotions and create associations. Here are some common meanings that different colors can communicate to your audience:

### COOL & DEPENDABLE

Blues and greens evoke trust, calm, and reliability.



#### BLUE

Trust, security, confidence, dependability



#### GREEN

Health, growth, harmony, freshness



#### PURPLE

Royalty, wisdom, creativity, imagination



Great for businesses in finance, technology, healthcare, and environmental industries.

### WARM & ENERGETIC

Reds, oranges, and yellows grab attention and create excitement.



#### RED

Energy, passion, excitement, urgency



#### ORANGE

Enthusiasm, creativity, fun, success



#### YELLOW

Optimism, happiness, clarity, friendliness



Great for restaurants, retail, entertainment, and brands that want to stand out.

### BOLD & SOPHISTICATED

Neutrals and dark tones convey strength, balance, and elegance.



#### BLACK

Power, sophistication, elegance, authority



#### GRAY

Balance, neutrality, professionalism, calm



#### BROWN

Stability, warmth, reliability, natural, earthy



Ideal for luxury brands, professional services, and businesses that value timeless appeal.



## HOW DO YOU CHOOSE YOUR COLORS?

Consider your industry, your audience, and the message you want to communicate. The right color combination can make your brand memorable, build trust, and help you stand out from the competition.

*Let your colors work as hard as you do!*



We help businesses create powerful brands that connect and convert.

*Let's make your brand unforgettable.*

Call us today! (541) 324-2085