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Colors Can Shape Emotions
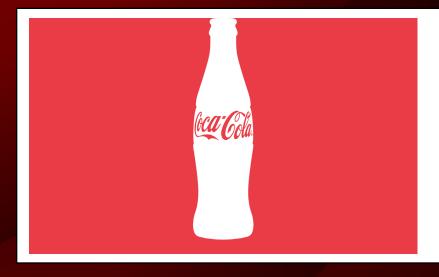
Basic guide for Comm Pros

1.

Green: Growth, Health, Sustainability

Green is all about growth and balance, making it ideal for campaigns around environmental initiatives, public parks, or healthy living. It's a color that feels fresh and optimistic, which can help foster a sense of positivity and forward-thinking in your messaging.

2. Red: Energy, Urgency, Action

Red is the color of action. It grabs attention and creates a sense of urgency, which makes it perfect for campaigns that require immediate action—like disaster preparedness alerts or voting reminders. But use it wisely: too much red can feel overwhelming or aggressive. A splash of red in key areas (like buttons or headlines) can drive engagement without overloading your audience.

3. Blue: Trust, Calm, Stability

Blue is the go-to for government communications. Why? It's associated with trust, reliability, and calmness. Think about police department logos, public health announcements, or environmental campaigns—they often feature blue to signal authority and reassurance.

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4. Yellow: Happiness, Optimism, Attention

Yellow is the color of sunshine and smiles. It's great for grabbing attention and creating a sense of optimism. Use it for campaigns that celebrate achievements, promote community events, or encourage participation.

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5. Purple: Creativity, Wisdom, Aspiration

Purple carries a sense of creativity and ambition, which makes it a great choice for educational campaigns, arts programs, or initiatives that encourage out-of-the-box thinking. It's also associated with wisdom and dignity, adding a touch of sophistication to your designs.

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