

Color Psychology in Marketing

Ultimate Guide to Visual Design



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pdf By
Luis Calero

Table of contents

3 - Intro

4 - What is color psychology?

6 - Primary colors

8 - Secondary & Tertiary colors

9 - The color wheel & The nuances of colors

10 - Warm & cool colors

11 - Complementary colors

12 - Analogous colors

13 - Monochromatic colors

14 - Triadic colors

15 - Split complementary

16 - Tetradic color

17 - Square colors

18 - Color meanings and symbolism



Intro

How do people feel about color?



Specific colors can affect the brain's emotion sensors in many ways.

The psychology of color in marketing and branding is more than one-sentence explanations of what each color represents.

It is true that specific colors can influence consumer choices. Color can affect the brain's emotion sensors in many ways. It can attract attention, inspire emotions, give security or take advantage of nostalgia.

But the psychology of color is not so simple.

A sentence like "yellow represents creativity and happiness" isn't exactly color psychology, it's a generalized association.

Actually, "yellow" can have different connotations depending on how it is used, what color it is placed next to, and what shade of yellow it is.

Yellow is not always cheerful and creative; sometimes, it is sickly and pale.

The psychology of color in marketing is largely based on how people feel about color, and that stems from how they experienced color as children and during the transition to adulthood.

What is color psychology?

It is the study of colors on the emotional effects they cause in individuals



85% of shoppers choose what to buy based on color

We perceive colors through our sensory system, so each person can perceive it differently, that is, subjectively.

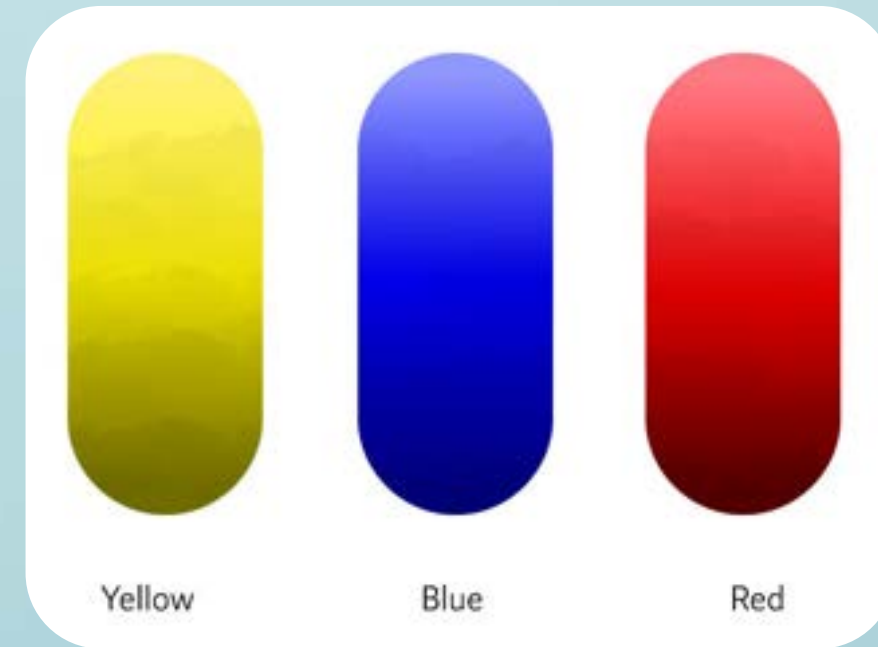
But, although there are individual differences in perception, we have cultural codes that give symbols and specific meanings to each color. Within the psychology of color, the qualities of colors are taken into account, both sensory and cultural impact.

Not only is the study of color itself important, but also the shades and color range of these, taking into account the

effect it has on the human being and the perception of it according to its density and how it relates to emotions. .

Buyers often choose what to buy based on color. In fact these equate to about 85% of the reason a person chooses one product over another. In addition, color is of great importance in branding.





Primary Colors

Primary colors are colors that cannot be created by mixing two other colors. In fact, they form the basis of all other colors.

On the classic color wheel, the three primary colors are red, yellow, and blue.

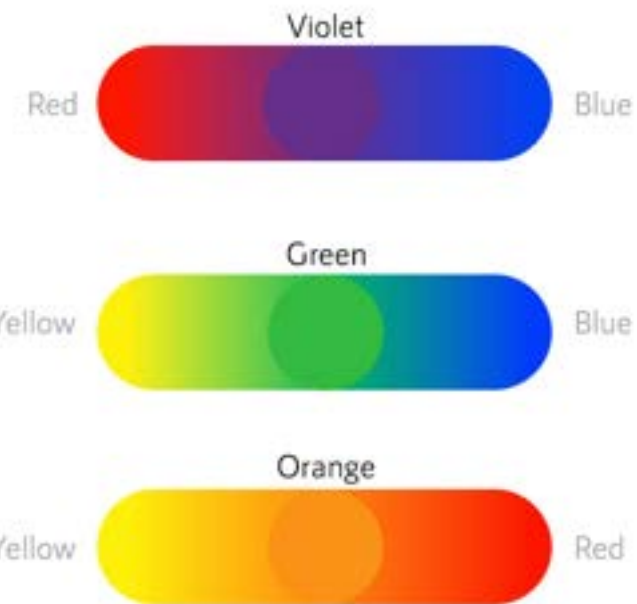
What Happens When Colors Combine?

In terms of the psychology of color in marketing, knowing how colors combine and give off different moods and feelings will help you get better results.

In this section, we'll look at basic color combinations, color harmonies, and how to group colors in a nice way.

There are two basic color combinations: secondary and tertiary.





Secondary Colors

Secondary colors are created from the mix of two primary colors. In the color wheel, these are visualized in between the primary colors.



Tertiary Colors

Tertiary colors are the six colors created from a mix of one primary color and one secondary color. These only apply to colors that are next to each other in the color wheel.



The Color Wheel

All the primary, secondary and tertiary colors complete the color wheel.

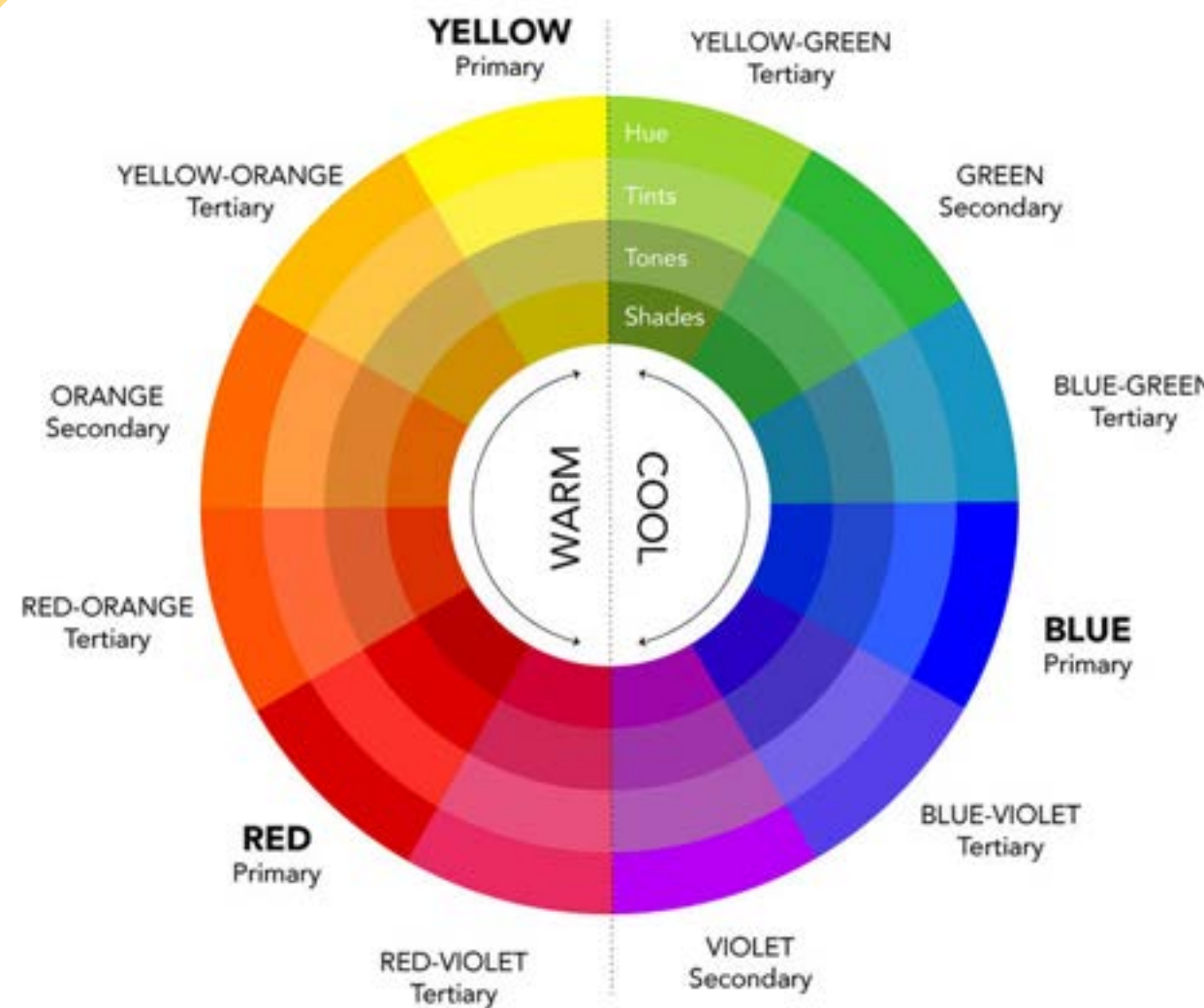
In the color wheel visualization, notice how the colors are cut into sections on the left. These nuances make the infinite gamut of possible colors..



The Nuances of Color

Take a look at the color wheels below. At first sight, we notice the primary, secondary and tertiary colors. Then we notice how the center of the wheel is white on the left and black on the right.

Warm & Cool Colors



What emotions or thoughts do warm colors represent? Summer days, sunsets, fire and heat come to mind.

What about cool colors? They usually represent ice, nature, water and a clear sky.

Complementary Colors

Complementary colors are directly opposite to each other in the color wheel.



The general rule

80/20



Analogous Colors

Analogous colors are the ones that sit next to each other on the color wheel. For example, blue, blue-green, and green-blue. These colors can often be used on their own, creating a calm and unified design.



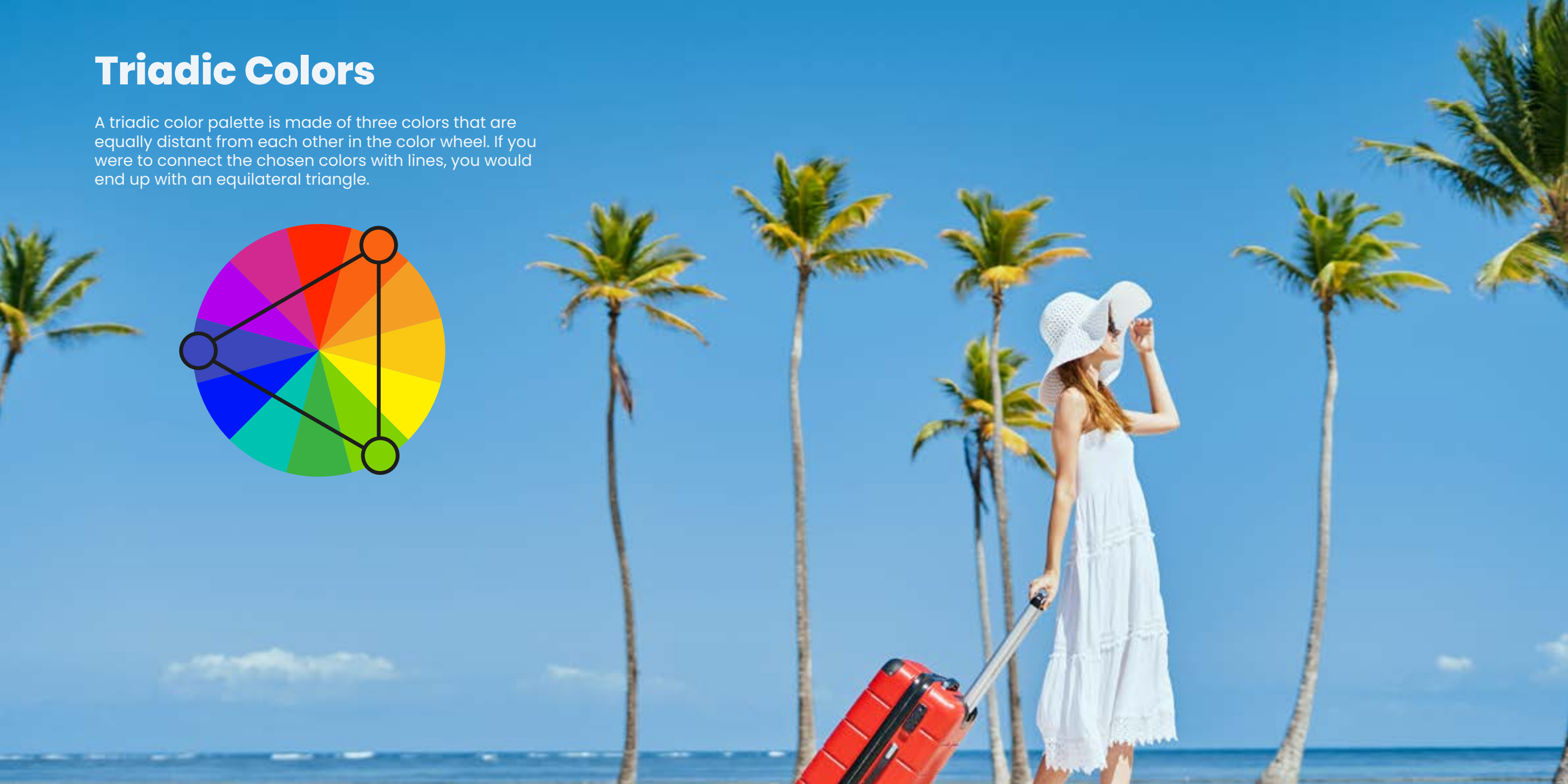
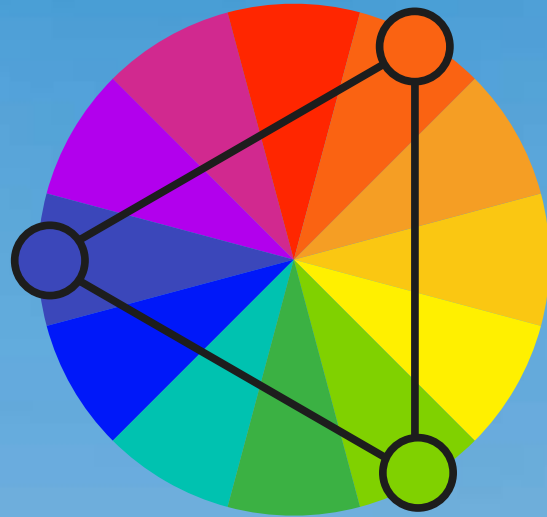
Monochromatic Colors

A monochromatic color harmony is made up of various shades and tints of the same hue. Using a balance of shades and tints of just one color can make a really interesting composition of light and dark areas.



Triadic Colors

A triadic color palette is made of three colors that are equally distant from each other in the color wheel. If you were to connect the chosen colors with lines, you would end up with an equilateral triangle.



Split Complementary

Another color scheme with three colors is the split complementary color harmony. This is similar to the complementary color pairing, but the colors aren't perfectly opposite to each other.



Tetradic Color

Tetradic color harmonies are made of two pairs of complementary colors, such as red-green and blue-orange.

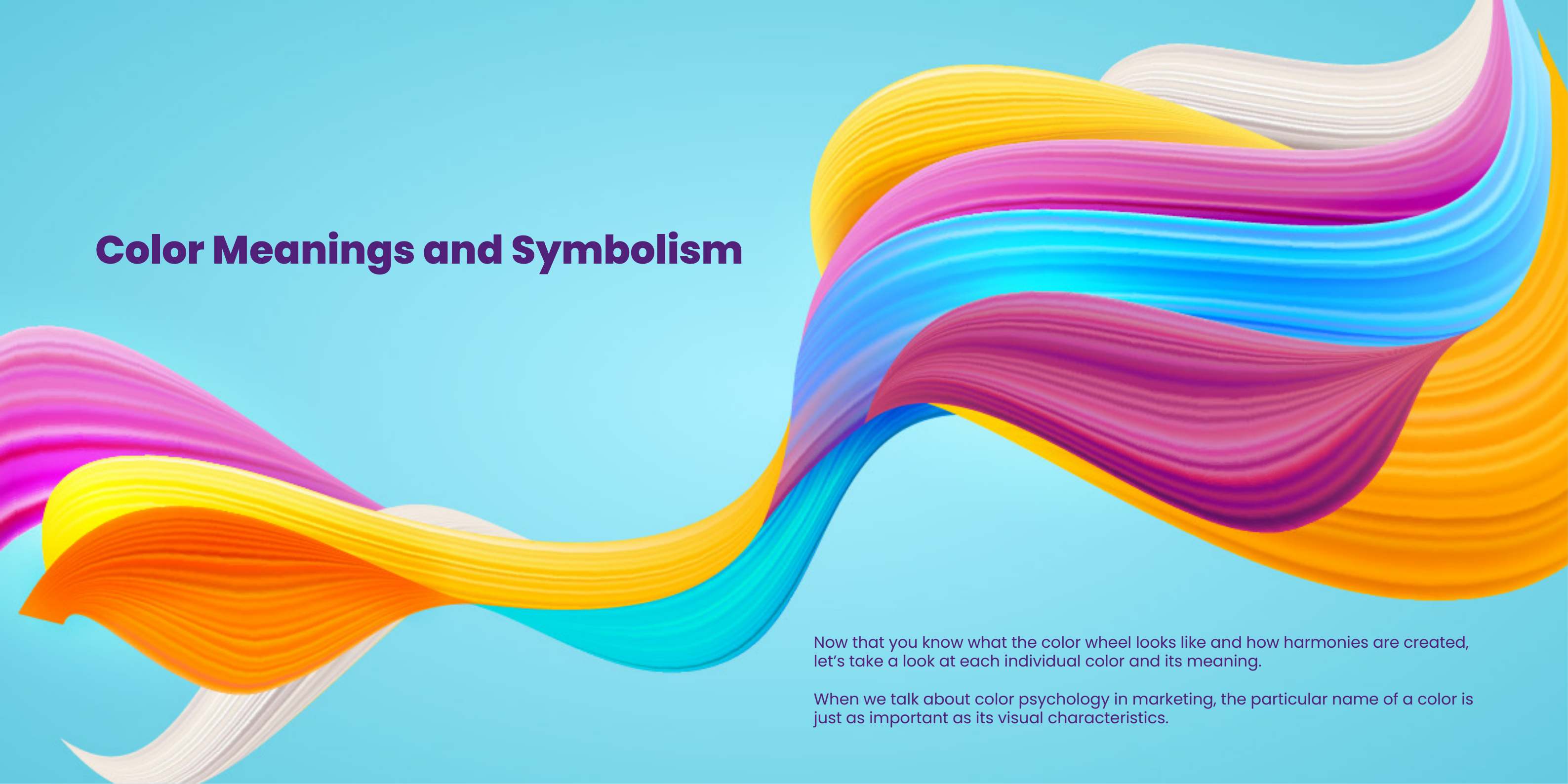


Square Colors

Square color harmonies use four colors that are equidistant from each other in the color wheel, forming a square when connected.



Color Meanings and Symbolism



Now that you know what the color wheel looks like and how harmonies are created, let's take a look at each individual color and its meaning.

When we talk about color psychology in marketing, the particular name of a color is just as important as its visual characteristics.

Yellow

#FFF200



**Positive
Connotations:**

Confidence
Self-esteem
Friendliness
Optimism



**Negative
Connotations:**

Cowardice
Depression
Jaundice
Sickness
Fear





Red

#D30000



Positive Connotations:

Excitement
Courage
Security
Power
Speed



Negative Connotations:

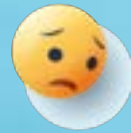
Aggression
Defiance
Danger
Pain

Blue

#0018F9



**Positive
Connotations:**
Intelligence
Serenity
Calm
Trust



**Negative
Connotations:**
Depression
Sadness
Cold





Orange

#FC6600



**Positive
Connotations:**
Ludic playfulness
Comfort
Warmth



**Negative
Connotations:**
Sense of being lost
Discomfort
Despair



Green

#3BB143



**Positive
Connotations:**

Eco-friendly
Restorative
Peaceful
Fresh



**Negative
Connotations:**

Blandness
Boredom
Sickness
Greed

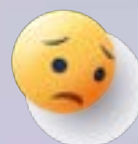
Violet

#B200ED



**Positive
Connotations:**

Creativity
Spiritual
Healing
Royalty



**Negative
Connotations:**

Suppression
Introversion
Moodiness





Pink

#FC0FC0



Positive Connotations:

Happiness
Sexuality
Comfort
Warmth
Love



Negative Connotations:

Overwhelming
Emasculating
Emotionally
Physically
Draining



White

#FFFFFF



**Positive
Connotations:**

Cleanliness
Simplicity
Clarity
Purity



**Negative
Connotations:**

Emptiness
Isolation
Sterility
Elitism

Black

#000000



**Positive
Connotations:**

Sophistication
Elegance
Glamor
Ealth



**Negative
Connotations:**

Oppression
Mourning
Fear
Evil



Brown

#7C4700



**Positive
Connotations:**

Seriousness
Earthiness
Reliability
Warmth



**Negative
Connotations:**

Lack of sophistication
Heaviness
Dirtiness

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