

The Psychology of Color in Branding



Color psychology in branding is the art of using colors to evoke emotions, shape perceptions, and reflect your brand's personality—helping you connect with your audience on a deeper, more memorable level. Use this guide to understand how color will spark emotions you want to evoke, build trust, and bring your brand personality to life.

RED

Mood/Personality: Passionate, energetic, urgent, bold, love, excitement, sometimes aggression.

Best For: Fitness, food & beverage, entertainment, clearance sales.

Example Brands: Coca-Cola, Netflix, Target

YELLOW

Mood/Personality: Optimism, cheer, warmth, clarity, confidence, youth.

Best For: Food, children, lifestyle, travel.

Example Brands: McDonald's, Ikea, Snapchat

ORANGE

Mood/Personality: Friendly, fun, adventurous, youthful, affordable.

Best For: Lifestyle brands, tech startups, kids' products, budget-friendly services.

Example Brands: Nickelodeon, Harley-Davidson, Fanta.

GREEN

Mood/Personality: Health, nature, balance, growth, calm, wealth.

Best For: Wellness, sustainability, finance, food & beverage.

Example Brands: Whole Foods, Starbucks, Spotify.

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BLUE

Mood/Personality: Trust, dependability, calm, intelligence, security.

Best For: Tech, healthcare, banking, corporate.

Example Brands: Facebook, PayPal, IBM, American Express

PURPLE

Mood/Personality: Creativity, luxury, spirituality, wisdom, imagination.

Best For: Beauty, wellness, premium services, education.

Example Brands: Hallmark, Cadbury, Yahoo.

BLACK

Mood/Personality: Sophistication, elegance, exclusivity, modern, authority.

Best For: Luxury fashion, high-end tech, beauty.

Example Brands: Chanel, Nike (often paired with white), Apple

WHITE

Mood/Personality: Simplicity, cleanliness, purity, fresh start, minimalism.

Best For: Wellness, tech, healthcare, modern brands.

Example Brands: Apple, Adidas, Tesla (paired with black/silver).

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PINK

Mood/Personality: Compassion, femininity, playfulness, romance, nurturing.

Best For: Beauty, wellness, women-focused brands, children's products.

Example Brands: Barbie, Victoria's Secret, Cosmopolitan

BROWN

Mood/Personality: Stability, earthiness, reliability, ruggedness.

Best For: Outdoor products, organic/natural brands, coffee, leather goods.

Example Brands: UPS, Hershey's

MULTICOLOR

Mood/Personality: Diversity, fun, playfulness, global reach.

Best For: Tech, media, brands that celebrate inclusivity.

Example Brands: Google, eBay, NBC.

What color is YOUR brand?

First identify your message, your target audience, and your personality.

Make sure to have some fun with it!!