



THE PSYCHOLOGY OF COLORS IN MARKETING



Brand colors are designed to catch the attention of a specific **target market**¹. The sight of red, for example, increases the viewer's **heart rate**², creating a sense of urgency. This characteristic makes this color particularly appealing to energetic individuals looking for strong emotions and excitement. Pink, by contrast, has been associated to the pink flower symbolizing the Virgin Mary since the Renaissance – an association which has made it into a feminine color in Christian (read: European and Western) culture. As a result, pink is generally used to market products for women and young girls. Purple is generally considered as a relaxing and calming color, other than being historically linked to justice and authority because of its associations with **bishops**³. This makes it into the perfect color for a variety of products ranging from anti-aging beauty products to chocolate. Blue, being connected to cold, gives a sense of **balance**⁴ and **trust**⁵, and it is therefore the color of banks and other such businesses. Green is the easiest color for the eye to process, and it is connected to nature, **health**⁶ and freshness, thus making it representative of ecological products. Yellow is the color of happiness, and it is used to catch the attention, while orange is a **compelling**⁷ color calling to such actions as subscribing or **buying**⁸.



1. Target Market



2. Heart Rate



3. Bishop



4. Balance



5. Trust



6. Health



7. Compelling



8. Buying