The Psychology of Colour

Among the business name, advertising slogans, and budget spend debates, one thing that can often be overlooked is colour choices. Marketing guru and founder of Sarsaparilla Marketing, **Kim Davis** looks at the importance of colour in your marketing

One of the things that makes my company, Sarsaparilla, and me different, is that we believe marketing is more science than art. While creativity is important, you have to ensure that your marketing has function, and converts your leads into sales, otherwise it doesn't work. We work on creating proven formulas that ensure every penny you put in gets you a pound in return.

One of the most fascinating examples of that science is the psychology of colour in your marketing. You might be amazed to learn that a simple change of colour on something as basic as a button or a logo, can be the difference between whether someone buys your product or not. In fact, a recent [US] study called 'Impact of Color In Marketing' revealed that up to 90% of snap judgments made about products by customers, can be based on colour alone.

If you're in the process of branding (or rebranding) your company, you may want to consider the following facts about what each colour conveys before choosing your final palette:

- **YELLOW** - Optimism, clarity, warmth
- **ORANGE** - Friendly, cheerful, confident
- **RED** - Excitement, youthful, bold
- **PURPLE** - Creative, imaginative, wise
- **BLUE** - Trust, dependable, strength
- **GREEN** - Peaceful, growth, health
- **GREY** - Balance, neutral, calm.

However, there are still several other major factors to consider. For example, your prospect's personal environment, experiences, etc. all completely change their perspective. Someone who lives in the city will have a different perspective than someone who lives in the countryside. Someone devoted to a certain football team will be more likely to be attracted to his team colours, as it evokes a happy memory.

It's for this reason that we always emphasise the importance of knowing exactly who your target market really is. After all, what appeals to women is not necessarily what attracts men.

A study called 'Colour Assignments' revealed that men's favourite colours are blue, green, and black, while women's favourites are blue, purple, and green. The same study revealed that men's least favourite colours are brown, purple, and orange, while women's least favourite colours are orange, brown, grey, and yellow.

Colour can also be used to evoke action. When designing your website, you'll undoubtedly want visitors to take an action, whether it's to buy your product or just leave behind their details. If you create action buttons that really stand out, you're far more likely to increase conversions. For example, an orange button on a blue background will really stand out.

Yes, any designer and developer can slap together a pretty colour palette and convince you it's going to work, but the true marketer knows that it's vital to fully understand what the client is trying to achieve, and use colour psychology to increase the potential for success.

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