



A CONVERSATION WITH COLOR

by Kas Kunz | Multimedia | Digital Communications | Presentations | Web
November 2008

Color is an important part of your visual conversation with your target audience. Colors create a physical and emotional reaction – an instant communication. When trying to capture interest from a time-challenged audience, choosing the right color is just as important as selecting the right message.

Why?

You want to convey the right tone and message - and gain the desired response in your print, Web site, or other publications. Making the conscious decision to use the right colors ensures you're having the desired conversation.

Color response depends in part on your audiences' world culture and their personal experiences and association to certain colors. Just as in words, context is an important element to consider. Take the color red for example; it can convey fire or danger – celebration as it does on Valentine's Day – or warmth in a cozy hearth. The bottom line – color evokes emotion – it's all in the context of how it's used.

How Does Color Help Your Conversation?

According to Leatrice Eiseman, author of *Color: Messages and Meaning*, “color accelerates learning, retention and recall by 55% to 78%; improves and increases comprehension by up to 73%; increases recognition by up to 87%; increases motivation and participation, moving people to action, by up to 80%; reduces error count from 55% to 35% and sells products and ideas more effectively by 50% to 85%.” Obviously, color is not to be taken lightly!

What Messages do Colors Convey?

- **Cool colors** such as blue, green, neutral white, gray and silver often have a calming affect. They also have different meanings from one end of the spectrum to the other. They are cold, impersonal, clean colors at one end and comforting, renewed and nurturing at the other end.
- **Warm colors** encompass a larger part of the emotional spectrum. The warmth of red, yellow, pink, or orange can create excitement, increase blood pressure and elicit feeling of spontaneity and welcome.
- **Neutral Colors** such as black, ivory, or brown tone down colors that might be overpowering on their own. They provide a flexible more subtle tone.

- **Mixed Colors** of warm and cool have attributes of both ends of the spectrum such as calm and excitement.

Meaning of Colors

So what perceptions do colors convey? The attributes listed below are general and can change depending on the context and the different hues that are used.

- **Blue:** dependable, reliable, strong, intelligent, important, peaceful, calm, strength, aloof, quality, authority, distant
- **Green:** safe, growth, health, nature, natural, renewed, sense of depth, reaffirms, reassuring, fresh, environment, drab, slimy, tacky, prosperity
- **Red:** exciting, energizing, passionate, hot, nostalgic, romantic, strong, aggressive, danger, violent, rich, robust, temperamental, earthy, warm, sturdy, theatrical, wild, festive, vibrant, heat, joy, power
- **Purple:** aloof, romantic, nostalgic, fanciful, meditative, spiritual, royal, precious, sacred, sensual, thrilling, rich, dramatic, creative, witty, expressive, thoughtful, curative
- **Yellow:** happy, nourishing, mellow, glowing, cheerful, remembrance, movement, tasty, energetic, sunshine, stimulating, surprise, caution, warming, pleasing, comfort
- **Orange:** nurturing, energy, warmth, health, spicy, tangy, exotic, earthy, warm, wholesome, abundance, friendly, active, modest, embracing, intimate, sweet smelling, vital
- **Brown:** rugged, outdoor, rustic, simplicity, friendliness, wholesomeness, rich, robust, grounded, steady, natural, traditional, reliable, secure, sheltering, supportive
- **Gray:** formal, sophisticated, conservative, classic, sober, corporate, quiet, dull, detached, bland, practical, versatile, discreet, modest, steadfast, staunch, reserved, deliberate
- **White:** pure, clean, innocence, silent, ethereal, clarity, bright, airy, softness, spotless, pristine, sterile, cold
- **Black:** powerful, empowering, elegant, depression, menacing, death, magical, nighttime, sober, stylish, modern, sophisticated, heavy, bold, basic, classic, strong

Colors do have meaning. To get the full spectrum of your message across let GMS work with you. Our design team ensures your message comes across visually, verbally and colorfully. Let GMS make your message sizzle!

m
a
r
k
e
t
i
n
g

Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

For more information on GMS visit www.GetSizzle.com or to discuss a project and services call 972.978.8197.