



THE
PSYCHOLOGY
OF
COLORS



Personality

- Encourage appetite
- Increases passion & Intensity

Marketing

- Increase heart rate
- Used by restaurants to stimulate appetite
- Create a sense of urgency

RED

YELLOW

Personality

- Increase cheerfulness.
- Stimulate mental process.
- Encourage communication.

Marketing

- Represent optimism & youth.
 - Used to grab attention.
 - Shows clarity.
 - Used mostly by travel agencies, retail shops.

Personality

- Associated with water & peace.
 - Mostly preferred by men.
 - Represent calmness

Marketing

- Mostly used in corporate business as it's non-invasive & productive.
- Creates a sense of security and trust in a brand

BLUE

ORANGE

Personality

- Reflects excitement & enthusiasm.
- Shows warmth.
- Warns caution.

Marketing

- Signifies aggression.
- Creates a call for action, such as buy, sell & subscribe.

Personality

- Constitutes health & tranquility.
 - Symbolize money.
- Represents new growth.

Marketing

- A sensitive color for human eyes & catchy.
 - Used to relax in stories.
 - Associated with wealth.

GREEN

PURPLE

Personality

- Shows royalty, wealth, success & wisdom.

Marketing

- Used mostly in beauty & anti-aging products.
 - Used to soothe or calm
 - Represents a creative imagination & a wise brand.