COLOR PSYCHOLOGY

The psychology of color is a persuasive technique that marketers and branding specialists use throughout the creation and display of a brand. When we think of logos and signage, we may think that someone simply picked a color off a wheel and rolled with it. But there's much more to it than that. Did you know that the strategic use of color in your branding uses emotions to create higher lead conversion? That is, if you do it right.

MOST FREQUENTLY USED COLORS

BRILLIANT BLUE

The color psychology of blue says that it should invoke feelings of trust and integrity in the brand. Because the color blue is tranquil and strong, it can make your client feel loyal and create an intelligent atmosphere.

GLORIOUS GREEN

Green is synonymous with nature and the environment, which means that it can create a feeling of harmony and balance when used in branding. It usually has a calming effect if it's used in the right shades. Green can create an atmosphere that portrays growth and freshness.

YOUTHFUL YELLOW

It doesn't take much thought to know that yellow creates visions of youth and happiness. It's one of the most cheerful colors on the color spectrum.
Invoking feelings of motivation and inspiration, yellow can be beneficial to a brand that wants to be seen in a positive light.

PASSIONATE PINK & PURPLE

Purple is a color often associated with spirituality and pride, if your brand is looking to inspire feelings of creativity, passion, and imagination, then this is the color for you. Pink, on the other hand, promotes a feeling of love and compassion. Also, if your brand is focused on a feminine audience, it's great in inspiring a potential client to feel emotionally connected to the brand.

RAVISHING RED

Red is an extremely powerful color. Think of how many global brands use the color red in their branding, and the impact that it makes.
Red also inspires passion from those viewing it and can create an emotional connection tied to excitement, power, and vigor.

CLASSIC & CLASSY BLACK & WHITE

Black inspires seriousness and sophistication, if your brand is elegant and aimed at a higher income bracket, then it's one of the best colors you can use in your branding to make a statement. White is the opposite of black, stirring feelings of innocence, purity, and simplicity. But it is a color that needs to be used alongside a companion to create a powerful reaction in your ideal customer.

THE FIRST THING YOUR CUSTOMER SEES

What's the first thing they see when they walk in the door? Are they greeted by a bland lobby? Is your brand immediately visible when they enter the door? What is the first thing their eyes are drawn to? Our team at Divine will work collaboratively with you to find the perfect solution for the interior and exterior of your space! The age-old saying, "You only get one chance at a first impression," is undeniably true when it comes to your office space and how you use color psychology to drive your brand's message home.

For color psychology to truly have an impact, contact us for custom signage today!

Divine SIGNS AND GRAPHICS

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