

# colour psychology

## Why Do Colours Matter?

Marketers have studied and discovered the importance of color in selling products and services. A group of Colour Consultation experts, collected the results of a bunch of studies that quantify the importance of colour in branding and advertising. Here are a few of their findings:

- People make a **subconscious judgment** about a person, environment, or product within 90 seconds of initial viewing and between 62% and 90% of that assessment is based on colour alone.
- Colour increases brand recognition by up to 80%.
- Ads in colour are read up to 42% more often than the same ads in black and white.

## Appropriateness

Studies have found that what really matters to viewers is not whether they “like” the colours used or not, but whether they find them appropriate. Your goal shouldn’t be to find your potential donor’s favorite colour but instead the colour that will **best relate to what you do**.

## Warm Colours



**Optimism**  
Clarity  
Warmth



**Friendly**  
Cheerful  
Confidence



**Excitement**  
Youthful  
Bold



**Natural**  
Simplistic  
Durable



**Power**  
Stylish  
Authority

## Cool Colours



**Creative**  
Imaginative  
Wise



**Trust**  
Dependable  
Strength



**Peaceful**  
Growth  
Health



**Balance**  
Neutral  
Calm



**Purity**  
Clean  
Soft