

BRAND IDENTITY

THE PSYCHOLOGY OF COLOR



VisualBrand

The Psychology Of Color

The color of a brand can tell a lot! It can tell more than you can ever imagine. Colors are often associated with brands in such a way that it can help in establishing familiarity and trust. You will notice that popular brands all over the world have a very strong relationship with their colors and logos. Thus, you need to choose a color that perfectly fits your brand DNA or identity. The color of your brand can reflect on your branding too.

What is Brand?

Brand represents the name of the business, symbol or logo, color and other features that make it easier for the buyers to identify or distinguish your goods and services from others.

What is Brand DNA?

Brand DNA is the identity or the essence of your business. This can define what makes you distinguishable or completely unique from that of the other competitors. Thus, your customers will get a reason why they must shop from your brand and not from others in the market. There are many ways to define your brand DNA and color is one of them.

How to choose the right color?

When it comes to choosing the right color for your brand DNA, you need to be very careful. Picking the right one is not easy. You need to follow some important steps for that. Here are those steps:

1. Analyze the top brands

Before you start choosing the right color for your brand, it is important to analyze the top brands all over the world. There are many brands associated with sports, lifestyle, health, fashion and more. See which color they prefer more and what is the most popular choice when it comes to the similar brand like yours.

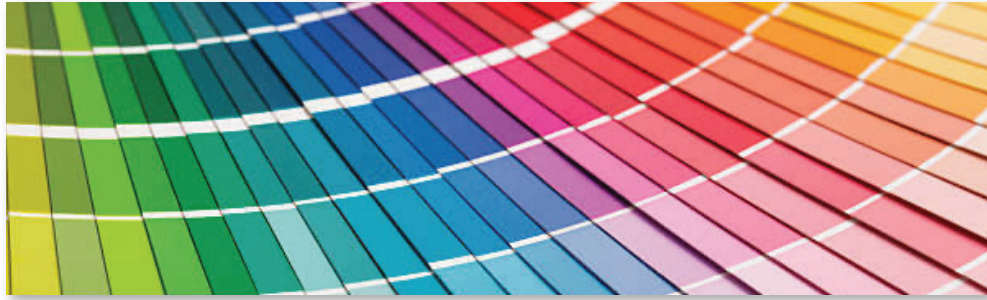
2. Emotions and colors

Each and every color can elicit a different type of emotion in humans. You need to identify what type of emotion you want to bring out in your customers. Mainly, the colors can be divided into two categories – cool and warm. While the cool colors are associated with security and calmness, warm colors are linked to energy and passion.

3. Check out the meanings

Like every color can evoke a different emotion, every color comes with a different meaning as well. To ensure that you are choosing the right color for your brand DNA, you have to study each and every color properly. Understanding the meaning of each and every color can help you to create the brand color more accurately.

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Specific colors evoke specific human emotions and feelings, so be selective.

Red



Triggers Powerful Emotions, both positive and negative. Creates urgency, encourages appetite, gets the blood raising, and it is associated with opulence... Use with caution!

Power | Passion | Energy | Fearless | Excitement | Anger | Danger | Warning | Defiance | Aggression | Pain

PERSONALITY: Bold | Adventurous | Energetic

Orange



Orange generates the feeling of warmth, bright, and fun as it is associated with the sun. Darker shades are associated with earth and autumn. Orange is often perceived as 'cheap'.

Courage | Confidence | Warmth | Innovation | Friendliness | Energy | deprivation | Frustration | Immaturity
Ignorance | Sluggishness

PERSONALITY: Competitive | Adventurous | Disaffected

Yellow



Yellow is youthfulness, happiness fun and sunshine. It generates strong positive emotions with logistical challenges. Can be powerful when used alongside a darker color.

Optimism | Warmth | Happiness | Creativity | Intellect | Extrovert | Irrational | Fear | Caution
Anxiety | Frustration | Cowardice

PERSONALITY: Independent | Strategic | Impulsive

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Green



Relaxing, easy on the eye, and synonymous with health. Green represents life, health, and natural. It is also linked with growth, power, money, military, banking, and finance.

Health | Hope | Freshness | Nature | Growth | Prosperity | Boredom | Stagnation | Envy | Blandness | Debilitating

PERSONALITY: Open | Friendly | Authentic

Blue



Blue is very calming on the mind and it is a color of reason, strength, wisdom and trust. Blue suppresses the appetite, but it is not the color to use if you want to stand out.

Trust | Loyalty | Dependability | Logic | Serenity | Security | Coldness | Emotionless | Unfriendliness | Unappetizing

PERSONALITY: Loyal | Respectful | Social

Purple



Purple has long been the color of superiority and royalty. Purple lends itself to brands that want to be perceived as prestigious, excess, and extravagance.

Wisdom | Wealth | Spirituality | Imaginative | Sophistication | Reflection | Decadence | Suppression | Excess

PERSONALITY: Sensitive | Dignified | Understand

Magenta



Used widely to portray femininity, it is positive, inspires comfort and represents hope.

Imaginative | Passionate | Caring | Creative | Innovative | Quirky | Outrageousness | Rebelliousness
Flippancy | Impulsiveness

PERSONALITY: Spiritual | Innovative | Practical

Black



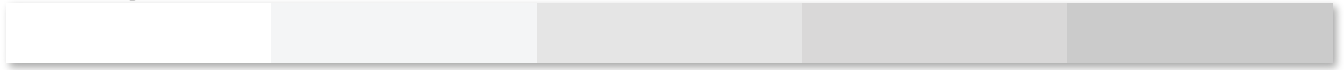
Black is a powerful color synonymous with luxury and power. Well suited for industries like fashion.

Sophistication | Security | Power | Elegance | Authority | Substance | Oppression | Coldness | Menace
Heaviness | Evil | Mourning

PERSONALITY: Decisive | Confident | Serious

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White | Silver



White represents cleanliness and has become the go to color for a modern look and feel. Modern, simplistic, minimal, sleek, and sophisticated.

Innocence | Purity | Cleanliness | Simplistic | Pristine | Sterile | Empty | Plain | Cautious | Distant

PERSONALITY: Optimistic | Independent | Innocent



Hopefully, you have a complete idea about brand, brand identity and its association with colors. So, it is time for you to start finding the right colors that will be the identity or DNA of your brand. Color is one of the main keys of brand DNA and choosing the perfect colors can help you to establish long-term brand loyalty as well as recognition among all customers and clients. Just follow the above mentioned basics of choosing the right color for your brand DNA.

**Let Visual Brand DNA help you build a perfect
visual brand identity for your brand**

Contact Us Now!

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