

# HOW COLOURS SPEAK FOR YOUR BRAND

Colour theory suggests people associate different colours with different feelings. And these feelings have the power to tip purchasing decisions in your favour - so long as you choose shades that resonate best with your audience.



## RED

**Confident, passionate and powerful.**

Red feels loud and exciting, and often represents urgency. If you want to incite immediate action from your audience, red is a colour that demands attention because it stands out from the rest. Use it strategically in your call to action.

**Brands that use it well:** Qantas, Coca-Cola and Pinterest.



## ORANGE

**Playful, warm and welcoming.**

Orange is an approachable colour, used to make brands feel inviting. When paired with cheerful language, orange can help you entice your audience into interacting with your brand. Though, too much can feel overwhelming on a screen.

**Brands that use it well:** Fanta, Firefox and Amazon.



## YELLOW

**Optimistic, youthful and happy.**

Yellow is a summery colour that we associate with brightness and the sun. With this instinctive reminder of fun and energy, it can be used to communicate positive messages and help lift the mood.

**Brands that use it well:** IKEA, McDonalds and Yellow Pages.



## GREEN

**Fresh, balanced and stable.**

Green has an ability to ground us with its representation of nature. It's a colour which evokes the spirit of growth or wealth, often used in design to create a sense of stability. It's often used for natural products and services.

**Brands that use it well:** Starbucks, Android and Spotify.



## BLUE

Confident, loyal and responsible.

Blue is associated with success or authority. It can be used to talk about more serious issues because it represents trust. People are more likely to make purchase decisions when there's perceived security to making those decisions.

**Brands that use it well:** American Express, Facebook and Dell.

## IT'S ALL IN THE SHADE:



## PURPLE

Stylish, imaginative and royal.

Purple is a colour that sparks curiosity because it's associated with value. It has the power to motivate and should be used to encourage creativity. For example, running a social competition.

**Brands that use it well:** Cadbury, Hallmark and Aussie.



## PINK

Caring, modern and assertive.

Pink is powerful in its diversity. Depending on its use, it can be stimulating or calming. Either way, it's empowering and pure, so is perfect to use in instances where you want to communicate with confidence and pride.

**Brands that use it well:** Telstra, Priceline and Instagram.

## IT'S ALL IN THE SHADE:



When choosing your brand's colour scheme, it's important to remember that different shades can alter the colour's perception entirely. Pastel hues, for example, can be perceived more friendly and approachable, whereas bold, brighter colours ooze confidence.

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