



What do colours mean to your audience?

The psychology of colour is real, and it's important in marketing. Of course, colours will influence people differently based on a variety of factors, but that doesn't mean you shouldn't think carefully about your use of colour in marketing.

Below, we've put together some of the most common colour associations to help you get started. If you would like more of an in-depth analysis on the use of colour in marketing, you can read our blog [here](#).

Red

Use sparingly to make a big impression

Powerful. Dynamic. Attention Grabbing. Strong. Demanding. Speed.

Yellow

Is great for happy messages, but don't go overboard - too much can trigger anxiety!

Joyful. Optimistic. Inspirational. Fun.

Orange

An ideal colour to use for food related messages

Freedom. Positivity. Motivational. Stimulates the appetite. Frivolous. Cheapness.

Blue

Use to foster a feeling of trust in your brand

Intelligent. Dependable. Responsible. Trust. Security.

Green

Green is great to use in campaigns related to health and nature

Balanced. Reassuring. Peaceful. Natural. Fresh.

Purple

Purple gives the impression of luxury. It also stimulates creative thinking!

Spiritual. Imaginative. Creative. Luxurious.