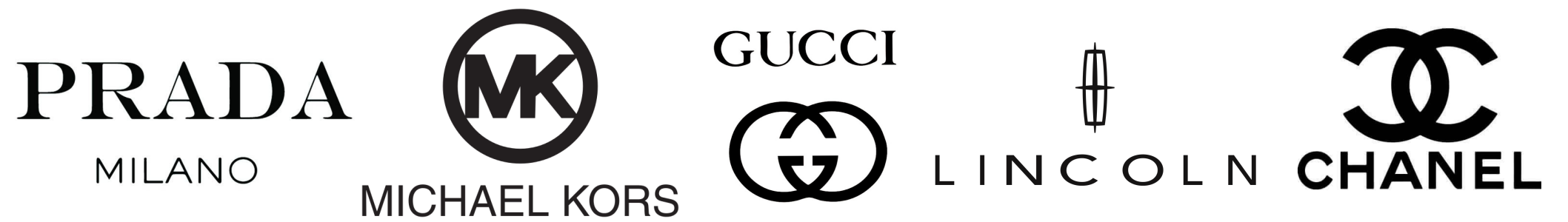


Your Brand Color Representation

All colors express different emotions and brands have always called on them when creating their own identities. Color influences 50 to 85 percent of customer purchasing decisions and it is the first thing a consumer will notice about a brand's logo. (Colors listed from most popular to least popular).

BLACK

Prestige, dramatic, serious, bold, classic, sophisticated, powerful, works well for expensive products.



BLUE

Trustworthy, strong, secure, dependable, preferred by men, popular in offices.



RED

Visceral, bold, passionate, courageous, energetic, stimulates appetite and pituitary gland.



YELLOW

Optimism, clarity, warmth, positivism, eyes see yellow first, great for POS displays.



ORANGE

Friendly, cheerful, energetic, confident, fun, vitality, lighter shades appeal to upscale market.



PURPLE

Enchanting, royalty, wise, creative, imaginative, lavender evokes nostalgia, sentimentality.



GREEN

Balance, rejuvenating, natural, harmony, health, growth, freshness, deep greens associated with prestige.



GREY

Sleek, timeless, neutral, practical, solid, calm.



BROWN

Grounded, robust, friendly, Earth, outdoors, longevity, conservative.



PINK

Festive, fun, healthy, feminine, compassion, sweet, romance, beauty, love.

