# COLOR MATTERS

*Does It Really Matter What Color Choices You Make For Your Logo and Branding?*

## YES!

**ADS Accurate Design Services**

## Color Increases Brand Recognition By 80%

# BUT WHAT DOES COLOR MEAN?

All colors fit into three categories; cool, warm, and neutral. While you can select your colors from the same group, it is often possible to achieve a more powerful effect by introducing a color from one of the other groups.

## LET'S TAKE A LOOK NOW AT HOW COLORS WORK TOGETHER, AND WHAT EACH COLOR MEANS

### COOL COLORS

Cool colors tend to have a calming effect on the viewer. Used alone however, these colors can have a cold or impersonal feel, so when choosing cool colors, it may be wise to add a color from another group to avoid this and add warmth to your palette.

### WARM COLORS

Warm colors tend to have an exciting effect. However when these colors are used alone they can over-stimulate, generating emotions of anger and violence. When choosing warm tones, adding colors from another group will help to balance this.

### NEUTRAL COLORS

Neutral colors are a great selection to mix with cool or warm palettes. They are great for backgrounds in designs, and tend to tone down the use of other bold colors. Black is added to create a darker "shade", while white is added to create a lighter "tint".

---

**BLUE**
+ Tranquility, Love, Loyalty, Security, Trust, Intelligence
- Coldness, Fear, Masculinity

**RED**
+ Love, Energy, Power, Strength, Passion, Heat
- Anger, Danger, Warning

**BROWN**
+ Friendly, Earth, Outdoors, Longevity, Conservative
- Dogmatic, Conservative

**GREEN**
+ Money, Growth, Fertility, Freshness, Healing
- Envy, Jealousy, Guilt

**PINK**
+ Healthy, Happy, Feminine, Compassion, Playful
- Weak, Femininity, Immaturity

**TAN/BEIGE**
+ Dependable, Flexible, Crisp, Conservative
- Dull, Boring, Conservative

**PURPLE**
+ Royalty, Nobility, Spirituality, Luxury, Ambition
- Mystery, Moodiness

**YELLOW**
+ Bright, Energy, Sun, Creativity, Intellect, Happy
- Irresponsible, Unstable

**GRAY**
+ Security, Reliability, Intelligence, Solid
- Dull, Boring, Conservative

**TURQUOISE**
+ Spiritual, Healing, Protection, Sophisticated
- Envy, Femininity

**ORANGE**
+ Courage, Confidence, Friendliness, Success
- Ignorance, Sluggishness

**BLACK**
+ Protection, Dramatic, Classy, Formality
- Death, Evil, Mystery

**SILVER**
+ Glamorous, High Tech, Graceful, Sleek
- Dreamer, Insincere

**GOLD**
+ Wealth, Prosperity, Valuable, Traditional
- Greed, Dreamer

**WHITE**
+ Goodness, Innocence, Purity, Fresh, Easy, Clean
- Winter, Cold, Distant

## SO HOW DO YOU CHOOSE YOUR COLORS

While there is no absolute "right" color for your business, you need to **understand your target customers**, and consider their **response to colors**, not your own. If your end goal is for them to choose your company or product, then your color palette **must appeal to them**.