

Colour Psychology Chart



Red is one of the most popular colours used in marketing brands because it catches attention. This powerful tone evokes several strong emotions and is used by brands to represent characteristics like:

- Courage
- Boldness
- Action
- Passion



Emotions evoked by the colour green are usually attributed to how we feel in nature. Much the same as a walk outdoors can make us feel calm, the colour green in marketing can evoke a sense of:

- Growth
- Abundance
- Health
- Serenity



Inspire loyalty and attract clients with Blue, Research shows that customers are 15% more likely to return to a store when it's painted in a cool hue rather than a harsher warm colour. Besides loyalty, other characteristics of blue are:

- Stability
- Peace
- Calm
- Trust



Brands looking to connect with female audiences and invoke youthful playfulness may use pink in their marketing. Today, brands utilise the tone when they want to express characteristics like:

- Gentleness
- Love
- Immaturity
- Affection



While studies have shown that the hue can evoke feelings of frustration or even anger, when it comes to branding, yellow is more often seen as a cheerful colour. Companies may use yellow when they want to express feelings of:

- Happiness
- Positivity
- Optimism
- Summer



Long considered the color of royalty, purple continues to evoke regal vibes in modern marketing. The color purple can be used to showcase brand characteristics like:

- Luxury
- Wisdom
- Power
- Spirituality



Orange is known for capturing our attention, which is why it's often used for road signs, especially in construction zones or for hazard warnings.. Orange is a colour popularly used to represent characteristics such as:

- Creativity
- Adventure
- Enthusiasm
- Friendliness



Much like green, brown is a natural tone that evokes stability and grounding. It is often brought in with wood elements or images. Other characteristics brown can be used to express include:

- Reliability
- Strength
- Dependability
- Earthy

