

Colour Psychology

Shape your brand with colours that connect

 <p>RED</p> <p>EMOTION</p> <ul style="list-style-type: none">■ ATTENTION■ ENERGY■ EXCITEMENT <p>INDUSTRY</p> <ul style="list-style-type: none">■ ENTERTAINMENT■ FIRE PROTECTION■ FOOD <p>USED TO</p> <ul style="list-style-type: none">■ CREATE URGENCY■ DRAW ATTENTION■ PRESENT CAUTION	 <p>ORANGE</p> <p>EMOTION</p> <ul style="list-style-type: none">■ CREATIVITY■ FUN■ OPTIMISTIC <p>INDUSTRY</p> <ul style="list-style-type: none">■ FOOD■ SPORT■ TRANSPORT <p>USED TO</p> <ul style="list-style-type: none">■ COMMUNICATE FUN■ EXPRESS FREEDOM■ STIMULATE APPETITE	 <p>YELLOW</p> <p>EMOTION</p> <ul style="list-style-type: none">■ FUN■ HAPPINESS■ POSITIVITY <p>INDUSTRY</p> <ul style="list-style-type: none">■ CONSTRUCTION■ LOGISTICS■ TRANSPORT <p>USED TO</p> <ul style="list-style-type: none">■ ENERGISE■ CREATE HUMOUR■ SHOW SPONTANEITY	 <p>GREEN</p> <p>EMOTION</p> <ul style="list-style-type: none">■ HARMONY■ RELIABILITY■ STABILITY <p>INDUSTRY</p> <ul style="list-style-type: none">■ BANKING■ ENVIRONMENT■ NON-PROFIT <p>USED TO</p> <ul style="list-style-type: none">■ PROMOTE NATURE■ SHOW GROWTH■ HARNESS SUSTAINABILITY	 <p>BLUE</p> <p>EMOTION</p> <ul style="list-style-type: none">■ TRUST■ RESPONSIBILITY■ LOYALTY <p>INDUSTRY</p> <ul style="list-style-type: none">■ FINANCE■ HEALTH CARE■ TECHNOLOGY <p>USED TO</p> <ul style="list-style-type: none">■ CREATE CALMNESS■ CREATE TRUST■ PROMOTE SECURITY
 <p>PURPLE</p> <p>EMOTION</p> <ul style="list-style-type: none">■ ELEGANCE■ ROYALTY■ SPIRITUALITY <p>INDUSTRY</p> <ul style="list-style-type: none">■ CONFECTIONERY■ EDUCATION■ RETAIL <p>USED TO</p> <ul style="list-style-type: none">■ CREATE CALMNESS■ PRESENT LUXURY■ SHOW WISDOM	 <p>PINK</p> <p>EMOTION</p> <ul style="list-style-type: none">■ COMPASSION■ FEMINITY■ LOVE <p>INDUSTRY</p> <ul style="list-style-type: none">■ CHARITY■ BEAUTY■ FASHION <p>USED TO</p> <ul style="list-style-type: none">■ PRESENT ROMANCE■ PROMOTE ENERGY■ SHOW CREATIVITY	 <p>GREY</p> <p>EMOTION</p> <ul style="list-style-type: none">■ CONSERVATIVE■ PRACTICAL■ QUIET <p>INDUSTRY</p> <ul style="list-style-type: none">■ ALL INDUSTRIES <p>USED TO</p> <ul style="list-style-type: none">■ PROMOTE SECURITY■ PRESENT MATURITY■ SHOW RELIABILITY	 <p>BROWN</p> <p>EMOTION</p> <ul style="list-style-type: none">■ EARTHINESS■ RELIABILITY■ STRUCTURE <p>INDUSTRY</p> <ul style="list-style-type: none">■ AGRICULTURE■ CONSTRUCTION■ LEGAL <p>USED TO</p> <ul style="list-style-type: none">■ PROMOTE SAFETY■ PROMOTE SECURITY■ SHOW STABILITY	 <p>BLACK</p> <p>EMOTION</p> <ul style="list-style-type: none">■ AUTHORITY■ ELEGANCE■ POWER <p>INDUSTRY</p> <ul style="list-style-type: none">■ ALL INDUSTRIES <p>USED TO</p> <ul style="list-style-type: none">■ CREATE TRUST■ PRESENT LUXURY■ PROMOTE WISDOM

INFLUENCE YOUR AUDIENCE

Incorporating specific colours into visual identities can improve brand recognition by up to **80%**. Understanding the emotional associations evoked by different colours enables businesses to effectively communicate their message and establish a memorable presence.

(LinkedIn, 2024)

RECALL AND COLOUR

Did you know, customers are **81%** more likely to recall a brand's colour than remember its name, highlighting the importance of colour in brand recognition and recall.

(LinkedIn, 2024)

CONSISTENCY MAKES A DIFFERENCE

Brands that present themselves consistently are **3-4 times** more likely to achieve strong visibility.

(LinkedIn, 2024)

■ ■ **SHAPE YOUR BRAND WITH TPSQUARED**

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