

Business Forms and the Meaning of Colour

How important is colour when making the decision about your logo, business cards, letterhead and other business forms that make up your brand? At the very least, it's important enough to be worth exploring the universally accepted psychological and emotional response to colour. In the best case scenario it would be a factor in the final choices you make.

Colours have meanings for people. They may not know the reason for their reaction to certain colours but at some level of understanding they may be saying yes or no to your product or service based on the colours of your brand.

Do the colours elicit the emotional response you are looking for? How do you test that?

Do the colours support the actual design of your logo and other graphic artwork? For example, what if you were designing a logo for a wellness spa? Fire engine red represents passion, sometimes anger, or being on the wrong side of the ledger financially and would not be a good choice.

Are you taking into account the meaning of that particular colour in nature? Sunshine yellow is cheerful and warm and would be the perfect colour for a store selling kitchenware.

Each colour will attract both positive and negative perceptions. How can you use one colour to balance the negative aspect of another?

Are you considering the effect of the shade of the particular colour you choose? For example, blue can be sky blue, turquoise, cerulean, ultramarine, azure, robin's egg, etc.

The fact that response to colour is universal and generally not conscious makes it easy to understand the impact of colour on your results.