



**PREFERRED DIRECT**  
Marketing Services • Design • Print • Mail

# THE PSYCHOLOGY OF COLOR IN MARKETING

Picking a color palette for your brand or product promotion is more than a visual choice—it's a strategic decision. Color has the power to impact consumer perception of your brand and can even influence emotions and behavior.

## BLUE

**POSITIVE TRAITS**  
TRUSTWORTHY  
LOYALTY  
SECURITY  
PROFESSIONAL

**NEGATIVE TRAITS**  
COLD  
SAD  
EMOTIONLESS  
APPETITE-SUPPRESSING

Often used by social media platforms, healthcare organizations & insurance companies to convey trust and reliability.



**FUN FACT:** Blue is the most popular color worldwide – 57% of men and 35% of women citing it as their favorite.

## PURPLE

**POSITIVE TRAITS**  
REGAL  
INTELLIGENCE  
SOPHISTICATED  
IMAGINATIVE

**NEGATIVE TRAITS**  
EXCESSIVE  
MOODY  
INDULGENT  
SUPPRESSIVE

Purple is less common in brand logos, which helps it stand out.

**FUN FACT:** Purple is the rarest color to occur in nature, which explains the ancient associations with royalty.

## PINK

**POSITIVE TRAITS**  
IMAGINATIVE  
CREATIVE  
QUIRKY  
GENTLE

**NEGATIVE TRAITS**  
CHILDISH  
EXCESSIVE  
MOODY  
DRAMATIC

T-Mobile & Barbie use pink effectively to stand out and appeal to specific audiences.



**FUN FACT:** Certain shades of pink have been shown to have calming effects, even reducing aggression.

## RED

**POSITIVE TRAITS**  
STRONG  
PASSIONATE  
ENERGETIC  
ADVENTUROUS

**NEGATIVE TRAITS**  
ANGRY  
DANGEROUS  
AGGRESSIVE  
WARNING

Red is widely used in food branding to stimulate appetite & calls-to-action like sale signs & stop signs.

**FUN FACT:** Red has physiological effects, including increasing heart rate and stimulating appetite.

## ORANGE

**POSITIVE TRAITS**  
CONFIDENT  
CREATIVE  
COURAGEOUS  
ENTHUSIASTIC

**NEGATIVE TRAITS**  
IMMATURE  
FRUSTRATING  
IGNORANT  
CAUTION

Nickelodeon embraces orange's playful & creative qualities to resonate with children & families.



**FUN FACT:** Orange is the world's least favorite color—29% of people list it as their least favorite, regardless of age & gender.

## YELLOW

**POSITIVE TRAITS**  
OPTIMISTIC  
HAPPY  
INVITING  
EXTROVERTED

**NEGATIVE TRAITS**  
IMPULSIVE  
IRRATIONAL  
ANXIETY-INDUCING  
CAUTION

Brands use yellow sparingly to draw attention & encourage quick decision-making.

**FUN FACT:** Yellow's eye-catching nature makes it a popular choice for warning signs and marketing elements designed to create urgency.

## GREEN

**POSITIVE TRAITS**  
HEALTHY  
FRESH  
HOPEFUL  
HARMONIOUS

**NEGATIVE TRAITS**  
ENVY  
WICKED  
TOXIC  
DISGUST

Grocery stores & wellness brands often use green to promote health and freshness, emphasizing their connection to natural products.



**FUN FACT:** Green is another fan favorite, chosen by 14% of people across all demographics.

## BLACK

**POSITIVE TRAITS**  
SOPHISTICATED  
SLEEK  
POWERFUL  
ELEGANT

**NEGATIVE TRAITS**  
OPPRESSIVE  
COLD  
MOURNING  
DARK

Black is a bold color, often used in fashion & luxury industries.

**FUN FACT:** Nearly 28% of the most recognizable brands incorporate black or gray in their logos.

## WHITE

**POSITIVE TRAITS**  
PURE  
CLEAN  
INNOCENT  
SIMPLE

**NEGATIVE TRAITS**  
STERILE  
PLAIN  
DISTANT  
BORING

Technology companies use white to convey a clean, modern aesthetic.



**FUN FACT:** White symbolizes purity in Western cultures but is linked to mourning in many Eastern traditions.

## METALLIC

**GOLD**  
POWER  
WEALTH  
PRESTIGE

**SILVER**  
ELEGANCE  
BALANCE  
CLASSY

**BRONZE**  
MATURITY  
EARTHINESS  
STABILITY

Metallics can add a sense of luxury and value to your branding when used thoughtfully.

**FUN FACT:** Preferred Direct Marketing offers specialty printing options, including fluorescent inks & metallic finishes, to make your designs unforgettable.

## FLUORESCENTS

**POSITIVE TRAITS**  
STRIKING  
EYE CATCHING  
BRIGHT  
URGENT

**NEGATIVE TRAITS**  
OVERWHELMING  
CHILDISH  
OVERPOWERING  
JARRING

These vibrant shades amplify the characteristics of their base colors, adding energy and urgency. Use them sparingly to highlight key elements without overwhelming your design.



**PREFERRED DIRECT**  
Marketing Services • Design • Print • Mail

**CONTACT OUR TEAM**

1-833-425-7007

[www.preferredirect.com](http://www.preferredirect.com)

Get started on your next full color print marketing campaign today!