

WHAT'S HUE GOT TO DO WITH IT?

APPARENTLY, QUITE A BIT!

In asking around, we found that people have a strong reaction to color. And yet, they also have very different opinions about what appeals to them. When developing your brand, either for your company or personally, color is a huge factor. Below are some interesting facts we've collected to help as you move forward, communicating to the world.

ORANGE

Orange combines the energy of red and the happiness of yellow. It represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

"ORANGE IS THE HAPPIEST OF COLORS."

-Frank Sinatra



GREEN

Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.



In 1987, Starbucks introduced the green color to imply the growth, freshness, uniqueness and prosperity of the rapidly developing brand.



PURPLE

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition and conveys wealth and extravagance.

FunFact

In 1939, Crown Royal was crafted in Canada as a gift for King George VI and Queen Elizabeth at their inaugural royal visit to North America.



RED

Red is the color of power and passion. It can also be linked to excitement, energy and physical courage. Use it as an accent color to stimulate people to make quick decisions. It is also a perfect color for 'Buy Now' or 'Click Here' buttons on Internet banners and websites.

FunFact

In 2012, a New York federal court of appeals granted Christian Louboutin trademark protection over its signature red sole.



YELLOW

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy. The eye sees bright yellows before any other color.

FunFact

Yellow taxi cabs began in Chicago, where taxi entrepreneur John D. Hertz painted his taxi's yellow based on a University of Chicago study alleging that yellow is the color most easily seen at a distance.



BLUE

Blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth and heaven.

"BLUE IS THE RICHEST COLOR FOR ME— I CAN SEE ALL OF BLUE."

-Mark Zuckerberg



Facebook's iconic blue color was chosen because Mark Zuckerberg is red-green color blind.



BLACK

Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color.

"THERE'S SOMETHING ABOUT BLACK. YOU FEEL HIDDEN AWAY IN IT."

-Georgia O'Keeffe

