

COLOR PSYCHOLOGY

Having a brand color palette can increase brand recognition by **80%**

And **59%** of consumers choose to spend their money on a familiar brand

Here are the power colors of the world's top 100 brands:

33%

use blue

29%

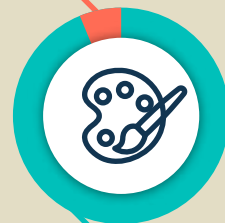
use red

28%

use black and gray

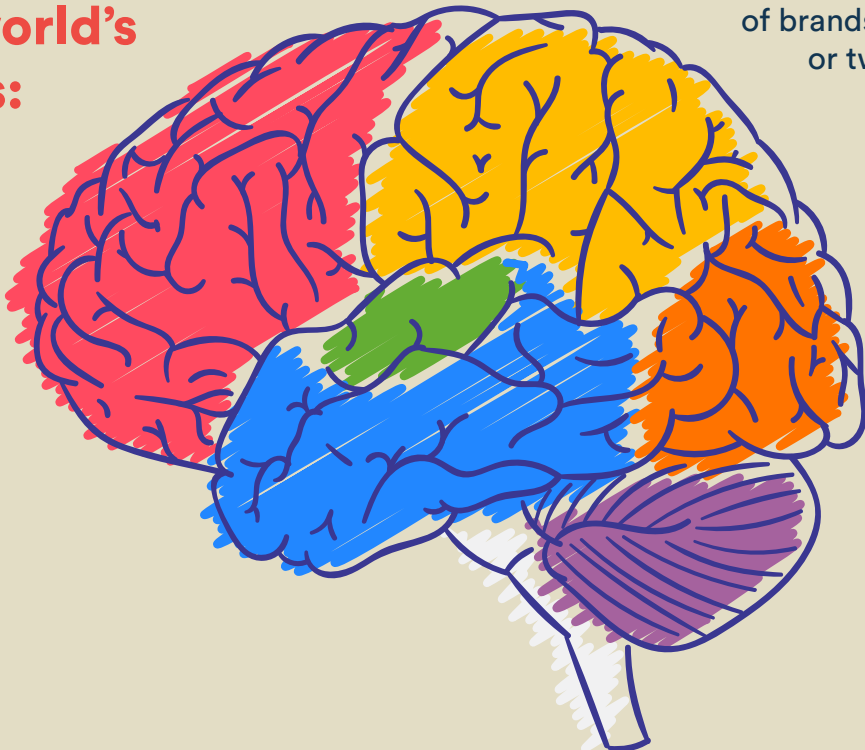
5%

use more than two colors



95%

of brands use one or two colors



Color psychology will depend on each individual's culture, gender and personal experiences

RED

passion
excitement
aggression

BLUE

reliability
security

GREEN

health
tranquility
stability

YELLOW

happiness
creativity
optimism

PURPLE

royalty
wisdom
luxury
beauty

ORANGE

affordability

WHITE

simplicity
professionalism
intelligence

