

The effects of colors on business advertising assignment

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The Effects of Colors on Business Advertising Abstract The use of certain colors in business is a very important part of successful advertising. Colors influence the mood, attitude, and overall reaction. Many businesses are very much associated with their signature color. Keywords: colors in advertising, color meanings, symbolism of colors Introduction Colors are a part of everyday life and whether we realize it or not each color affects us in different ways. Color choice is one of the best ways to help give the input and stimulation that our nervous system requires.

Colors can change our mood and cause us to feel very productive or just feel tired. Different colors or color combinations and cause irritation and make a person feel sick, while others are calming and healing to the eye. Choosing the right colors for your business is very crucial to its success. There are multiple examples of businesses that have become successful because of their color choices. One of which is the ever so popular McDonald's fast food restaurant. McDonald's predominant colors are red and yellow.

Red makes for a faster heartbeat and breathing causing a person to want to go faster. This is the successful part of McDonald's being a fast food restaurant. The color red is also an appetite stimulant causing them to order more food. Yellow symbolizes optimism and happiness. Since McDonald's slogans have been " We love to see you smile" and " I'm lovin' it", they are definitely wanting people to feel positive and happy. The color yellow is also a sign of caution, causing people to be more inclined to stop and " check it out".

This example shows how important it is to choose the right colors for certain businesses. Businesses That Own Their Colors All businesses are recognized by their colors because it plays a major role in their brand identity. A successful business with use colors wisely to stand out in their market. H&R Block is known for their logo of the green square or block. Originally dark blue was predominantly used in the financial market because it is associated with expertise and stability but this lead to many of the businesses to look similar. In 2001 when H&R Block planned a new strategy to expand their services to include financial planning, investing and mortgages they needed an identity that would expand their already strong brand in the mind of their customers to include more than just tax preparation. ” (Katie Smith, 2011) In their efforts of standing out in the financial market, their new brand identity was making a bold statement. Green is often associated with money and wealth, but the lighter green that H&R Block went with is associated with the environment and health.

While most people wouldn't think to associate the environment and health with a financial company, they were clever in thinking about their customer's financial health. Another business example is UPS. It originated in 1907 as a messenger service and has now grown to a worldwide delivery company by James E. Casey. The UPS logo, along with their business, is very much identified by the color brown. In 1916, Charlie Soderstrom chose brown as the business's uniform and delivery vehicle colors. The hue of brown he chose reflected class, elegance, and professionalism.

UPS has not only made their logo easily identified with the color brown but have also included the word brown in their slogan, " What can brown do for you? " This type of dedication to one color is a key part of their infamous success. The only thing that could out do it would be to officially trademark their particular hue to prevent any other delivery companies from using their signature color, which they did. An example of how businesses reinforce their color in advertisement is Campbell's Soup. Their commercials are shown with an all-white background and have the people wearing all-white as well.

This strategy insures that the other colors in the commercial don't take away from their signature color. Since Campbell's is identified by their color red, which increases appetite, they make sure to pour the red tomato soup to readdress the significance of their logo color. This is a different color marketing strategy but still just as affective. One very well-known company, Apple, used color to make a comeback into the business world. In the late 90's Apple had been under multiple CEOs. Once Steve Jobs returned to Apple, he decided that their needed to be a new statement made by the company.

They planned to achieve this by changing their product color. They changed their beige to Bondi blue, which is the name coined by Apple Computer, Inc. for their original iMac computer. It was named after the color of the water at Bondi Beach in Sydney, Australia. Some people have now associated it with because Bondi Beach is a popular surfing attraction, that the iMac is used for surfing the web. After this initiative move, Apple started using various

designs for their consumer electronics which brought them back into the game.

These are just a few examples of how businesses own their colors and use multiple strategies to ensure their company's success. Symbolism and Meanings of Basic Colors Most people don't realize how different each color is and how each one can make a person feel or act a certain way. This is why picking your business's color scheme is a very crucial part in developing a successful company. The color yellow induces optimism, enlightenment, happiness and activates memory. Yellow will stand out from surrounding colors and instill optimism and energy, as well as creative thinking.

A golden shade of yellow gives the promise of a positive future. Yellow is also a symbol of caution, which is why it is used in street signs and is one of the three colors in the street light. Companies associated with this color are Midas, Stanley Tools, and McDonald's. The color green is a color that is seen frequently since it covers much of the Earth. Green is associated with tranquility and refreshment and is the color of peace and ecology. Green is a soothing color that relaxes a person mentally and physically. The negative association with green is illness.

Companies associated with this color are Heineken, Starbucks, Garnier Frutis, and John Deere. Since blue is the color of the ocean and sky it is constantly seen by the human eye. The color blue is a calming and sedative while also aiding intuition. Although blue is a cool and serene color it can also become cold or dramatic with certain hues or overuse of the color.

Companies associated with this color are Blue Cross Blue Shield, Ford, The

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Gap, IBM, Intel, Pepsi, and Tiffany ; Co. Purple is the balance between warm (red) and cool (blue) causing it to uplift while also calming the mind and nerves.

The color purple is associated with a sense of mystic and royal qualities which attracts adolescent girls. Companies associated with this color are Crown Royal, Yahoo! , and Nexium. The color red is recognized as a stimulant causing it to draw attention. Red increases enthusiasm and blood pressure, encourages action and confidence, and provides a sense of protection from fears and insecurities. Companies associated with this color are Coke, Red Bull, and Campbell's Soup. Brown signifies stability and reliability providing a sense of approachability.

The color brown supplies a feeling of wholesomeness and a connection to with the earth. Companies associated with this color are UPS and Hershey's. The color white is associated with purity, cleanliness, and neutrality. White aids mental clarity and enables fresh beginnings. Gray is the color of intellect, knowledge, and wisdom. It is also associated with being sleek or refined and also carries authority. The color gray is also a very neutral color because it is in between the two extremes of black and white. Black is a very powerful color that holds authority and sophistication.

Too much of the color black can cause emptiness because it represents a lack of color. The color black also makes a person feel inconspicuous and evokes mystery. Conclusion While many people look at color as an everyday part of life that has no major significance, color affects every person's mood, attitude, and actions. It is important for all businesses to maintain a

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signature look which involves their choice of color scheme. By selecting the wrong colors for the specific branch of business, the company's success can be greatly affected.