

THE **BIG BANG** THEORY OF

COLORS

EVERYTHING YOU NEED TO KNOW ABOUT COLORS AND THEIR PSYCHOLOGICAL EFFECTS

DID YOU KNOW THE TOTAL NUMBER OF **COLORS** WE CAN SEE IS **10 MILLION?**

For a single viewing condition in a lab,
human eye can see up to:

10000 levels of **LIGHT** - **DARK**

100 levels of **RED** - **GREEN**

100 levels of **YELLOW** - **BLUE**





WHILE A COMPUTER DISPLAYS ABOUT
16.8 MILLION
COLORS TO CREATE FULL-COLOR PICTURES.

YEAH, THAT MANY COLORS CREATE A SINGLE PICTURE YOU SEE!



84.7%

OF CONSUMERS CITE **COLOR** AS THE PRIMARY REASON THEY BUY A PARTICULAR PRODUCT.

HOW WE PERCEIVE COLORS?

COLD COLORS

Tend to have a calming effect on the viewer. But using them alone can have an impersonal effect.

TRANQUILITY
PEACE
TRUST
LOYALTY

MONEY
GROWTH
FERTILITY
HEALING

NOBILITY
ROYALTY
LUXURY
AMBITION

SPRITUAL
HEALING
SOPHISTICATED
PROTECTION

WARM COLORS

Tend to have an exciting effect on the viewer. Using them alone can generate anger or violence.

LOVE
ENERGY
POWER
STRENGTH

FEMININE
HEALTH
COMPASSION
SWEET

BRIGHT
CREATIVE
HAPPINESS
INTELLECT

WEALTH
PROSPERITY
GLORY
TRADITION

NEUTRAL COLORS

Tend to tone down the effect of warm and cold colors. Great for backgrounds in designs.

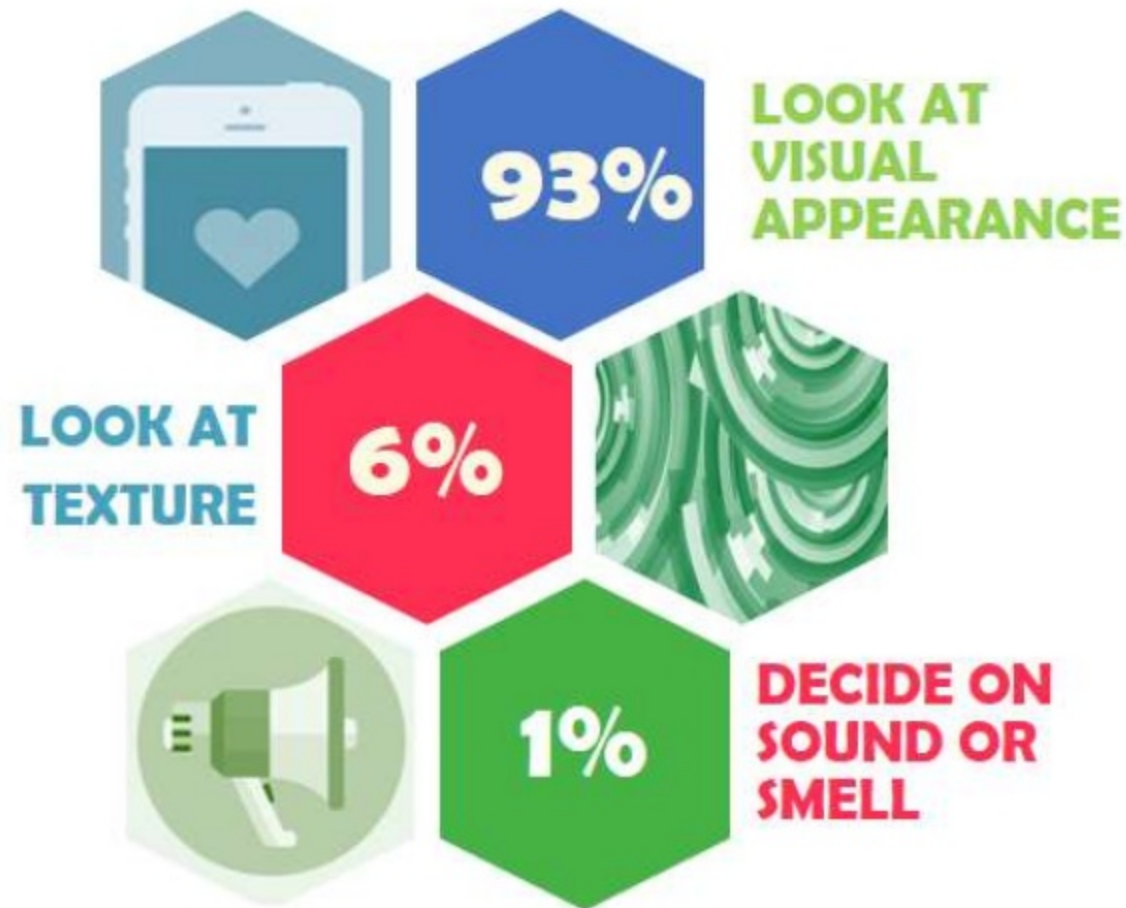
FRIENDLY
EARTH
OUTDOOR
LONGEVITY

DRAMATIC
CLASSY
FORMAL
GLOOMY

SOLID
SECURITY
RELIABILITY
INTELLIGENT

PURITY
GOODNESS
FRESH
CLEAN

DID YOU KNOW THE **BUYING BEHAVIOR** IS INFLUENCED BY COLOR?



AND WHOOPING

80%



THINK **COLOR** INCREASES BRAND RECOGNITION.



Research reveals people make a subconscious judgment about a person, environment, or product within

90 SECONDS

of initial viewing and that between

62% and 90%

OF THAT ASSESSMENT IS BASED
ON COLOR ALONE.

Remember the incredible success **Heinz EZ Squirt Green Ketchup** has had?

In the first seven months of its launch, over

10 MILLION

bottles were sold and

\$23 MILLION

in sales attributable to Heinz green ketchup
(the highest sales increase in the brand's history).

ALL BECAUSE OF A SIMPLE COLOR CHANGE.



THE POWER OF COLOR

92%

BELIEVE COLOR
PRESENTS AN IMAGE OF
IMPRESSIVE QUALITY

90%

FEEL COLOR CAN ASSIST IN
ATTRACTING NEW
CUSTOMERS

90%

BELIEVE CUSTOMERS
REMEMBER PRESENTATIONS
AND DOCUMENTS BETTER
WHEN COLOR IS USED

83%

BELIEVE COLOR MAKES
THEM APPEAR MORE
SUCCESSFUL

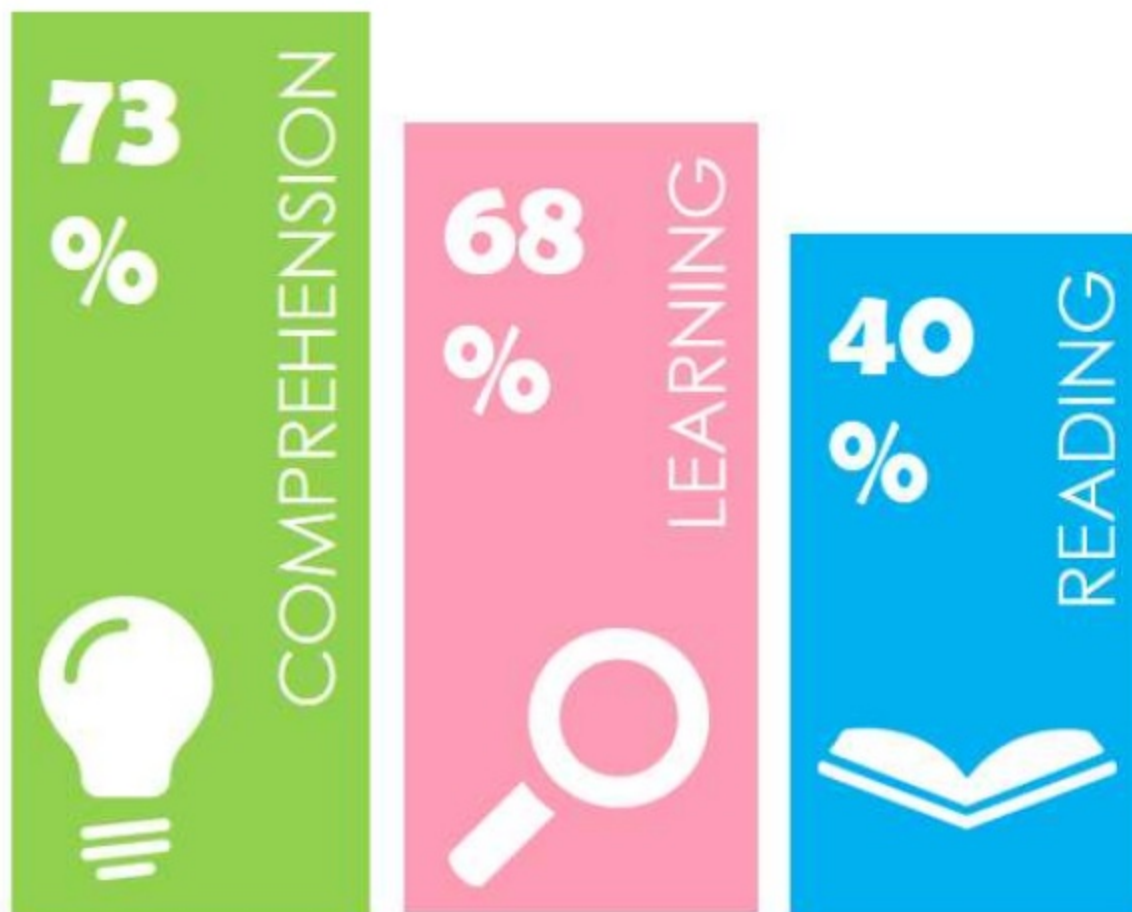
81%

THINK COLOR GIVES THEM A
COMPETITIVE EDGE

76%

BELIEVE THAT THE USE OF
COLOR MAKES THEIR
BUSINESS APPEAR LARGER
TO CLIENTS

COLORS CAN IMPROVE ...



THEREFORE, THE KEY TO GREAT DESIGN IS

COLOR BALANCE

BUT THE QUESTION IS HOW TO FIND THE PERFECT BALANCE?

COLOR THEORY IS THE ANSWER!



According to color theory, harmonious color combinations use any two colors opposite each other on the color wheel, any three colors equally spaced around the color wheel forming a triangle, or any four colors forming a rectangle (actually, two pairs of colors opposite each other). The harmonious color combinations are called color schemes.

COMPLEMENTARY COLOR SCHEME



Complementary colors are any two colors opposite each other on the wheel.

For example, blue and orange.

COMPLEMENTARY COLOR SCHEME



ANALOGOUS COLOR SCHEME



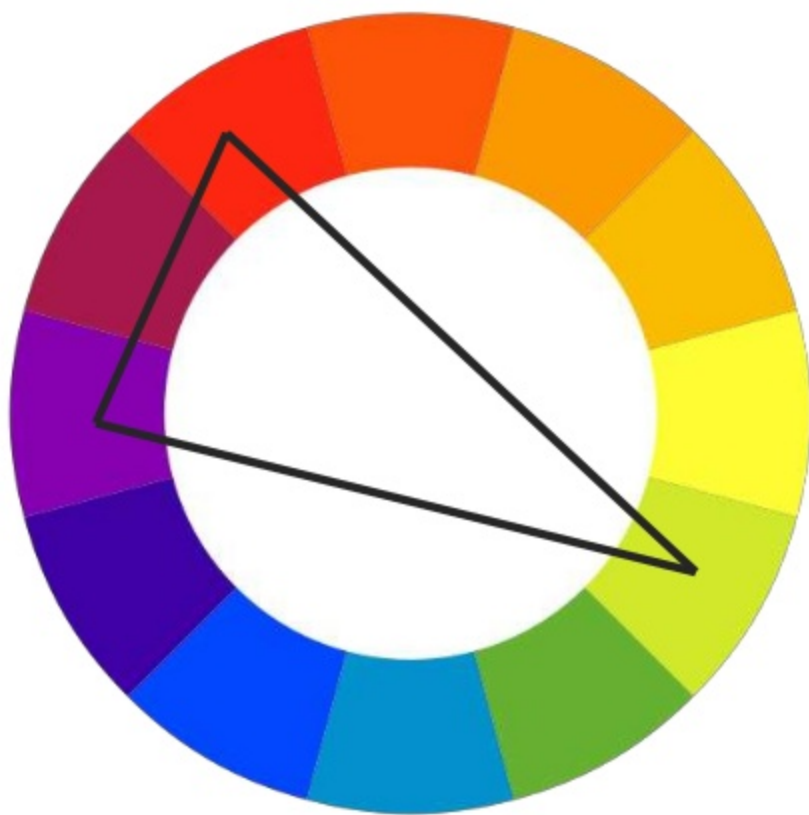
Analogous colors are any three colors next to each other on the wheel.

For example, orange, yellow-orange, and yellow...

ANALOGOUS COLOR SCHEME



SPLIT COMPLEMENTARY COLOR SCHEME



Split complementary colors use three colors. The scheme takes one color and matches it with the two colors adjacent to its complementary color.

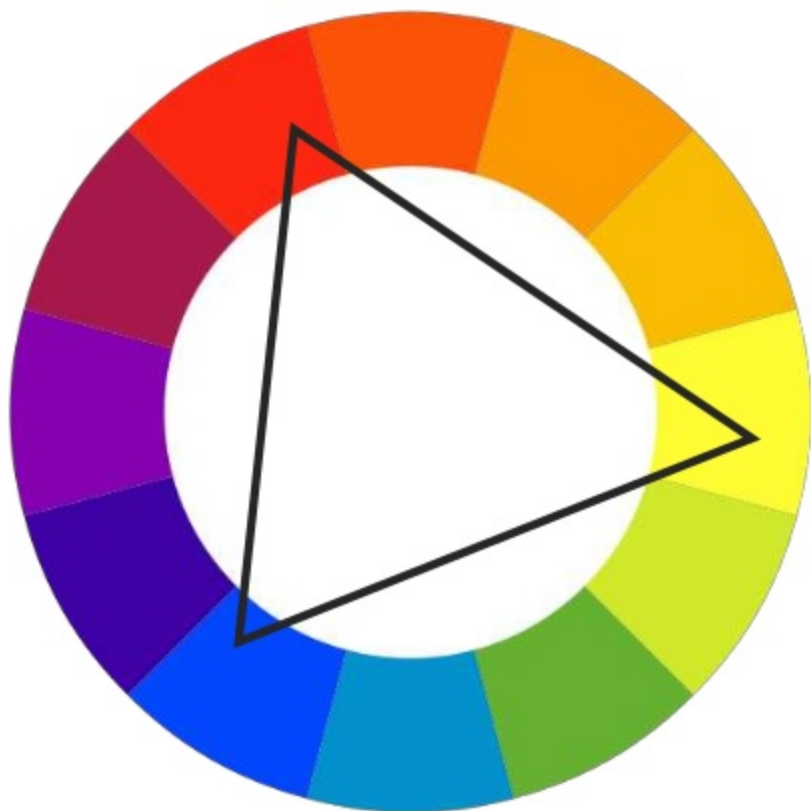
For example, purple, red and green.

SPLIT COMPLEMENTARY COLOR SCHEME



FRUIT^{OF}
THE LOOM[®]

TRIADIC COLOR SCHEME



Triadic colors are any three colors that are equally apart on the color wheel.

For example, red, yellow and blue.