

VOL.2

mood

M A R K E T I N G

A monthly newsletter to inspire innovation.



"Let Your Marketing Set The Mood " ...With **Color!** *By Amiah Smith*

One of the most important selling points for a brand to have is the color scheme they use to reel in consumers. Consistently using specific colors promotes brand recognition, and ensures your brand will invoke the desired reaction you want from consumers.

It sounds odd to put it this way, but there are many elements of psychology in marketing.

Subconsciously, the brand we build is communicating with consumers, and they are returning that communication by pursuing interest in what our brand has to offer.

Check out the color palette guide on the next page to find out what your brand's colors say about your business!

IN THIS ISSUE:

"LET YOUR MARKETING
SET THE MOOD "
...WITH COLOR!

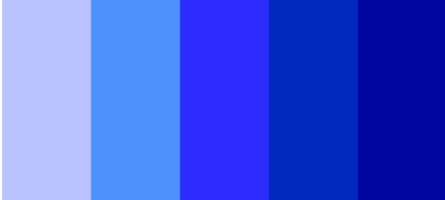
THE TRUTH ABOUT THE
IMPACT OF COLOR
PALETTES ON
MARKETING

WHAT DOES YOUR
COLOR PALETTE
SAY ABOUT YOU?

What Does Your *Color Palette* Say About You?

Blues, greens, and everything in-between! Find out what your brand's color scheme is communicating to consumers.

Top 4 Colors:



Blue is seen as a calm, relaxing, and reassuring color. It reminds many consumers of the sky or ocean.

Overall Impression: **Trustworthy, Dependable, Secure, Responsible, Confident**



Red is a color that naturally increases your heart rate, and is associated with energy and passion.

Overall Impression: **Aggressive, Energetic, Provocative, Attention-Grabbing, Passionate**



Black and Greyscale are the top choices for a more classic and sophisticated look. It is often seen as the timeless choice, and is used heavily by luxury brands.

Overall Impression: **Prestige, Value, Timelessness, Sophistication, Power**



Yellow is associated with the sun, and provides a sense of hope and optimism for consumers.

Overall Impression: **Positivity, Light, Warmth, Motivation, Creativity, Happiness**

Other Frequently Used Colors:

Green

Overall Impression: **Wealth, Health, Prestige, Serenity, Generosity, Safety**

Orange

Overall Impression: **Vitality, Fun, Playful, Exuberant, Outgoing**

Purple

Overall Impression: **Royalty, Sophistication, Nostalgia, Mystery, Spiritually**

Brown

Overall Impression: **Earth-Like, Natural, Simplistic, Durable, Comforting**

Interested in growing your brand and overall business?

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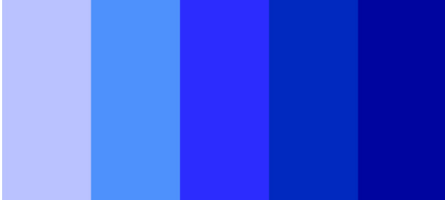


Mood Marketing LLC

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