



How Color Choice Impacts Messaging

The Science Behind Choosing the Right Colors For Your Website.



Color is a **critical component** of both your **brand identity** and your **website**, as it can convey various emotions, and meanings to customers. It can cause memories to be recalled, create noisy energy, cause hunger, or calm the mind. Each color has a unique situation with different impressions that can impact the perception of a brand.

This guide will teach you how colors effect the viewer and how you can use it to put your best foot forward.



Purple

Purple is often associated with Wisdom, nobility, and imagination. Brands that use purple can communicate sophistication and elegance, as well as express creativity. For example, Yahoo uses purple in its logo to convey creativity and fun, and Cadbury uses purple in its packaging to communicate luxury, or fine chocolate.

yahoo!

FedEx
Corporation

Curves

Hallmark

ROKU

Welch's


TACO BELL


aussie

LAKERS





Red

Red is often associated with passion, excitement, and intensity. Brands that use red can communicate energy and urgency. For example, Netflix, Coca-Cola and IQnection use red in their branding because the brands are exciting and passionate!

NETFLIX

IQnection

Kellogg's

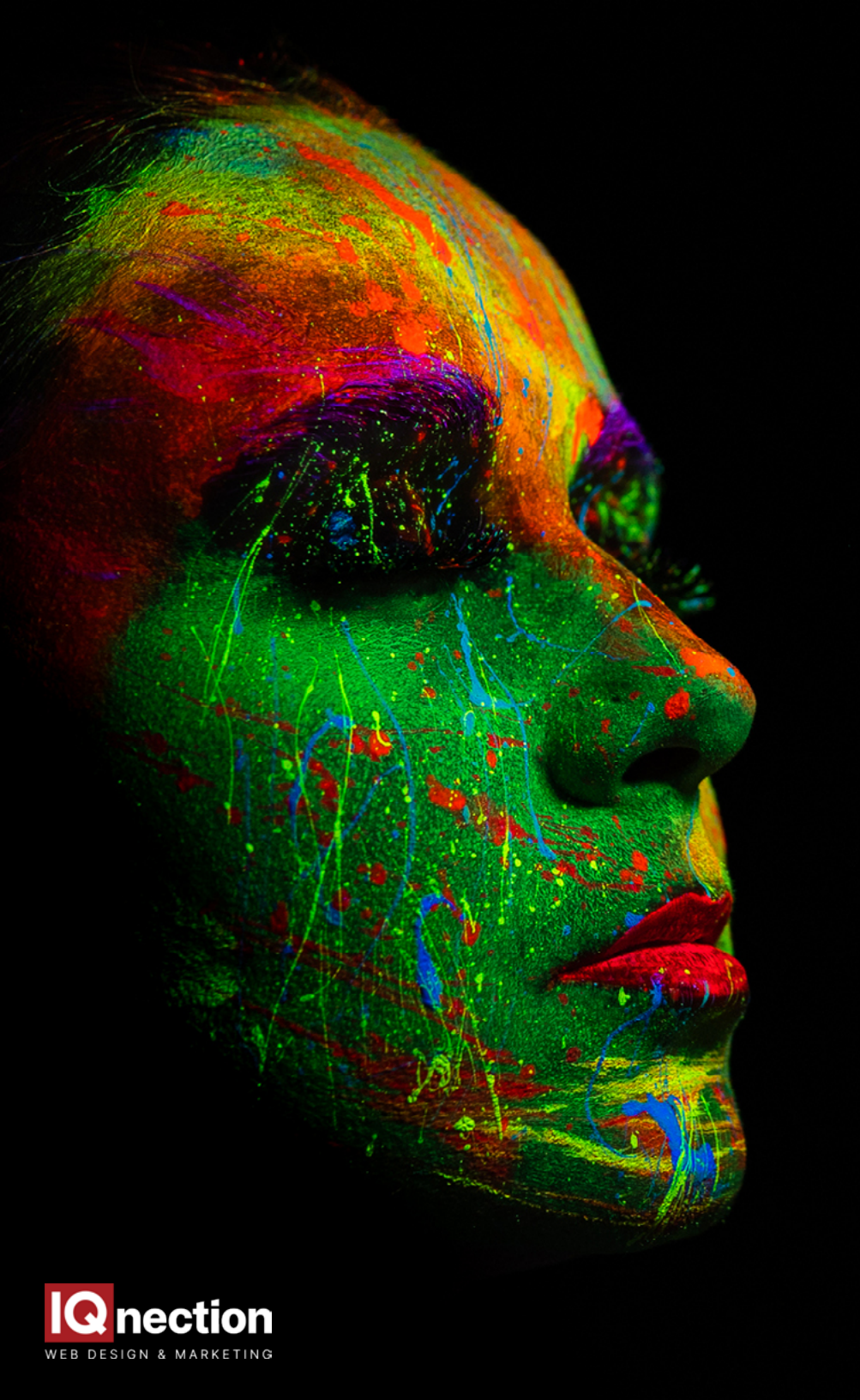


AVIS



Virgin





Green

Green is often associated with peace, growth, and healing. Brands that use green can communicate balance and harmony. For example, Whole Foods and Starbucks uses green in their logos to communicate harmony with nature.





Blue

Blue is often associated with trust, security, and stability. Brands that use blue can communicate reliability and loyalty. For example, Facebook, Ford and Pfizer use blue in their logos to communicate that they can be trusted.



Color choice is an essential aspect of brand identity. **Let us help you** select the correct color palette for your brand so that you can communicate your company's identity correctly, and so that you can create a distinct and recognizable identity that resonates with your target audience.



WEB DESIGN & MARKETING

iqnection.com | 866-400-4678