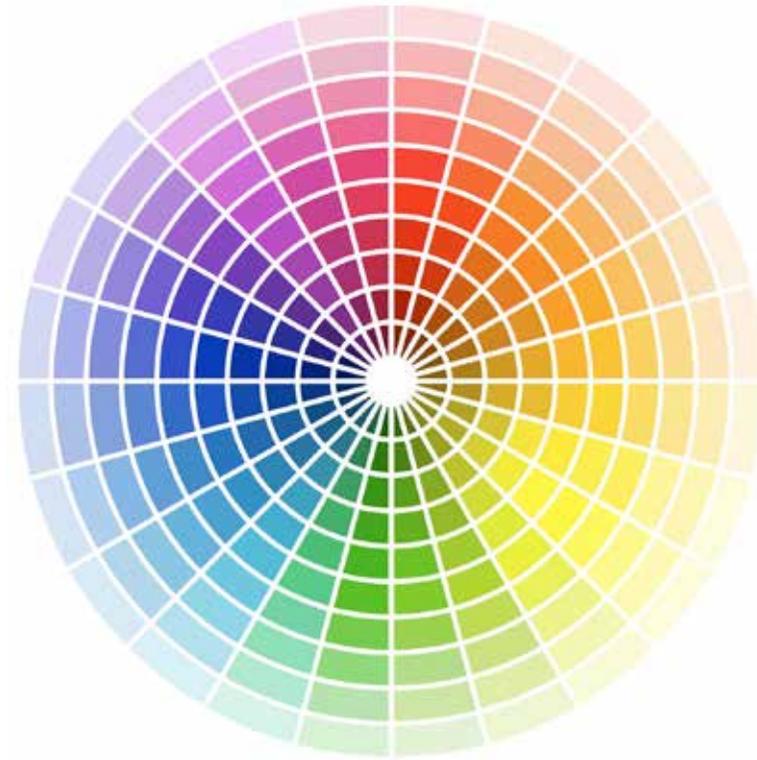


Emotions Guide
Show Your True Colours



Presented By

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RED - Primary Colour



Red is often associated with the heat of sun and fire and is considered a high-arousal colour, often stimulating people to take risks, according to colour think tank, Pantone. It has also been shown to stimulate the senses and raise blood pressure, and it may arouse feelings of power, energy, passion, love, aggression, or danger.

PERSONALITY/EMOTION



- | Evokes strong emotions
- | Encourages appetite
- | Increases passion and intensity
- | Red roses symbolise love

MARKETING



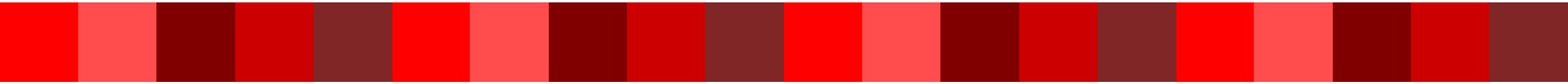
- | Increases heart rate
- | Used to stimulate appetite
- | Creates urgency (Clearance Sales)
- | Used for impulsive shoppers

POLITICS



- | Represents communist or socialist parties
- | Used by the Labour Party

COMPANIES



BLUE - Primary Colour



Blue is often associated with the coolness of the sea and sky. It has been shown to calm the senses and lower blood pressure. It may stimulate feelings of trust, security, order, and cleanliness.

PERSONALITY/EMOTION



- | Associated with water and peace
- | Most preferred by men
- | Represent calmness or serenity
- | Curbs appetite
- | Known as a “cold” colour
- | Increases productivity
- | Most used colour for offices

POLITICS



- | Represents conservative parties worldwide
- | Used by the Conservatives

MARKETING



- | Often used in corporate business because it's productive and non-invasive
- | Creates sense of security and trust in a brand

COMPANIES



YELLOW - Primary Colour



Yellow is often associated with the heat of sun and fire and is considered a high-arousal colour. It may stimulate feelings of optimism and hope or cowardice and betrayal. It's one of the most energetic and happy colours on the colour wheel, making it a colour popular for office and school walls to trigger positive thinking and spark creativity.

PERSONALITY/EMOTION



- | Increases cheerfulness, warmth
- | Causes fatigue and strain on the eyes
- | Makes babies cry
- | Stimulates mental processes
- | Stimulates nervous system
- | Encourages communication

MARKETING



- | Represents optimism, youthfulness
- | Used to grab attention of window shoppers
- | Shows clarity

POLITICS



- | Represents liberalism
- | Used by the SNP

COMPANIES



ORANGE - Secondary Colour



Orange combines the brightness and cheer of yellow with the energy and boldness of red and is considered a high-arousal colour. It may stimulate feelings of energy, balance, and warmth. Orange was one of the few colours used by cavemen in the early days. It derived its name from the ripe orange fruit, the name orange has its roots in French, Arabic, Persian and Sanskrit.

PERSONALITY/EMOTION



- | Reflects excitement, enthusiasm
- | Shows warmth
- | Warns of caution
- | Builds emotional attachment

MARKETING



- | Creates call to action: Buy, Sell, Subscribe
- | Found in impulse shoppers
- | Represents a friendly, cheerful brand

POLITICS



- | Used by the Liberal Democrats

COMPANIES



amazon



GREEN - Secondary Colour



You know good things are happening when green's around: The lights go green and you can be on your merry way, you eat your greens and feel your best, the first green leaves of spring poke out and you know soon it'll be time for ice cream and summer evenings around the barbecue. Green is often associated with the coolness of leaves. People often associate it with nature, health, good luck, and jealousy.

PERSONALITY/EMOTION



- | Constitutes health & tranquility
- | Symbolises money
- | Denotes nature
- | Relaxes the stressed eyes
- | Represents new growth

MARKETING



- | Used to relax in stores
- | Associated with wealthy
- | A symbol of fertility
- | Stands for trust, prosperity and balance

POLITICS



- | Connected to environmentalists
- | Used by the Green Party

COMPANIES



Tropicana

bp



JOHN DEERE

Heineken

GREEN - Secondary Colour



Green is generally considered a low-arousal colour. It may stimulate feelings of spirituality, mystery, royalty, or arrogance. Green is a slightly quirky take on traditional navy blue - the corporate world's favorite colour. Green has been a creative choice that has given the brands a strategic edge. Whether you want brightness or a subtle hue, green is an extremely versatile colour choice for brands looking at logo crowdsourcing.

PERSONALITY/EMOTION



- | Shows royalty, wealth, success & wisdom
- | Many kings wore

MARKETING



- | Used often in beauty or anti-aging products
- | Used to soothe and calm
- | Represents a creative, imaginative & wise brand

POLITICS



- | Connected to euroscepticism
- | Used by UKIP

COMPANIES

YAHOO!



Syfy

monster

Zoopla

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