



Psychology of Color

Red

Industries:

Food & Beverage
Retail & E-commerce (flash sales)
Entertainment & Sports

- **Core Emotion:** Passion, energy, urgency, excitement
- **Marketing Use:**
 - Grabs attention instantly
 - Creates urgency (commonly used in sales or clearance)
 - Stimulates appetite and impulse action



Orange

Industries:

Startups & Tech
E-learning & Children's brands
Marketing & Creative agencies

- **Core Emotion:** Enthusiasm, friendliness, creativity
- **Marketing Use:**
 - Calls to action (buttons, banners)
 - Adds vibrancy and warmth
 - Encourages quick decisions in a fun, friendly way



Yellow

Industries:

- Travel & Leisure
- Retail (discount stores)
- Child-focused brands

- **Core Emotion:** Optimism, happiness, youthfulness
- **Marketing Use:**
 - Draws attention quickly
 - Evokes cheerfulness and energy
 - Must be balanced (overuse can cause anxiety)



Green

Industries:

- Healthcare & Wellness
- Finance & Banking
- Environmental and Organic brands

- **Core Emotion:** Growth, health, calm, balance
- **Marketing Use:**
 - Represents nature, sustainability, and health
 - Used to promote relaxation and eco-consciousness
 - Trusted for financial and wellness associations



Blue

Industries:

- Tech & IT
- Finance & Corporate
- Healthcare and Government sectors

- **Core Emotion:** Trust, calm, professionalism, security
- **Marketing Use:**
 - Inspires confidence and reliability
 - Promotes stability and calm decision-making
 - Often used for customer trust and tech products



Purple

Industries:

- Beauty & Cosmetics
- Luxury Products & Fashion
- Education & Nonprofits

- **Core Emotion:** Luxury, wisdom, imagination, spirituality
- **Marketing Use:**
 - Creates a sense of premium or exclusivity
 - Appeals to emotion, introspection, and creativity
 - Often used to differentiate as "non-mainstream"

