

When It Comes to Brand Success, Color Matters.

Barry Ridge, Principal, Barry Ridge Graphic Design

In the marketing world, color is far more than something used to fill in-between design lines or “solidify” space. It can be (and more often is) the emotional driving force behind a brand. Because color can prove so essential to shaping and determining the buying decision, it is, in essence, as vital to any marketing equation as the product itself.

Color is Personal

Let's say you get the big contract. Your dream come true. The one that makes it all worthwhile. You can indulge yourself – and do. You order your dream car just the way you want it – fully loaded, state of the art sound system, airplane engine design, all the bells and whistles. You wait twelve weeks for it to be delivered. At last it arrives...

Only it's not the color you ordered. Think you'll keep it?

I don't think so. And even if you did, it would never feel right.

My point is: Not only is color important, it's personal. Everyone has their own emotional attachment to certain colors. Color speaks to each of us on many subconscious levels: ethnic, religious, regional, geographic. Even changes in latitude can determine how color is perceived. To build brand identity, the color must be right.

The Right Color Rules

So how do you choose the ideal colors for your company? A good brand should last a lifetime. You of course must consider the mission and purpose of the company – and add to your company profile a profile of the intended market audience. What is the emotion attached to the mission? What is the consumer “pain” or need addressed with your product or service? What color or colors create, sustain and embody a particular mood or buying impulse? Perhaps color's best use is to make the proper emotional connection between product and customer.

Connectivity is Key

The key is to always choose colors for their response appropriateness and their emotional “connectivity.” Healthcare facilities would likely go with a color palette chosen for its calmative effect – selected shades which project a safe, professional atmosphere crucial to open communication and quiet credibility. Conversely, a fast food restaurant will elect to use bright, active colors. The purpose is twofold: to attract customers, while at the same time encouraging speed and motion – to get them to eat fast and make room for the next customer.

Consistency Colors Loyalty

Consistent color is important for building brand recognition and inspiring customer loyalty. Color leaves an imprint on the viewers mind, and after repeated exposure to identity driving colors, customers will begin to rely on recognition of said colors alone to differentiate their favorite brand from those of the competition. Even the most subtle shift in color can create doubt in the mind of a consumer – a perception that this may not be the same product he or she trusts and loves.

Companies with global product exposure allocate substantial resources to maintaining consistency throughout their product distribution channels. At the very least, smaller companies need to keep a close eye on the color of their brand – whether it is produced in print, on the web, in signage, or on a truck. Consistent color and dependable image translate as “brand equity” when considering the net worth and marketing value of any business.

The right color – chosen for connectivity, kept consistent and combined with the right message can be everything in the branding of a product or service. It ensures a place for the brand within its category and certainly helps ensure longevity. Conversely, the wrong color paired with the wrong message, can and often does prove disastrous for product placement... and overall business success.

When devising your brand strategy – or trusting it to a credible professional – keep in mind the importance of color in any successful branding strategy...or you'll be seeing red sooner than later.

Barry Ridge is the founder/CEO of Barry Ridge Graphic Design in Camarillo, CA. Celebrating it's 29th year, his company specializes in all aspects of design strategy and management, including brand identity, color consultation, corporate communications, direct mail, display and signage, print management and product packaging.

Barry is also a senior chair holder in the Color Marketing Group (CMG) – an international professional association specializing in providing insightful color and trend forecast information for application in a wide variety of industries.

(805) 764-2440
barry@ridgedesign.com
www.ridgedesign.com
www.colormarketing.org

- Brand Identity
- Packaging
- Web Design
- Print Management
- Display & Signage
- Strategic Planning
- Color Consultation

805 764-2440
www.ridgedesign.com

ridge BARRY RIDGE GRAPHIC DESIGN

Camarillo, California 93012

make time for designSM

