In a study titled “Impact of color on marketing,” researchers found that up to 90% of snap judgments made about products can be based on color alone.

https://www.helpscout.com/blog/psychology-of-color/

### Tips for Using Color in Marketing

<table>
<thead>
<tr>
<th>Marketing to Women</th>
<th>Marketing to Men</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calm, Balanced, Neutral</strong></td>
<td><strong>Warm, Optimistic, Clarity</strong></td>
</tr>
<tr>
<td>Represents practical, steady, &amp; Reliability</td>
<td>Bright, calls one attention to, &amp; magnetic</td>
</tr>
<tr>
<td><strong>Healthy, Peaceful, Growth</strong></td>
<td><strong>Youthful, Exciting, Bold</strong></td>
</tr>
<tr>
<td>Associated with adventure, wealth, &amp; relaxing</td>
<td>Urgent, full of energy, increased heart rate</td>
</tr>
<tr>
<td><strong>Strong, Dependable, Trusted</strong></td>
<td><strong>Confident, Friendly, Cheerful</strong></td>
</tr>
<tr>
<td>Professional, clean, focused, legal, &amp; secure</td>
<td>Aggressive, call to action buy or sell now</td>
</tr>
<tr>
<td><strong>Imaginative, Wise, Trusted</strong></td>
<td><strong>Powerful, Credible, Professional</strong></td>
</tr>
<tr>
<td>Calm, soothing, well preserved, &amp; dignity</td>
<td>Luxurious, strength, precise, definite, &amp; direct</td>
</tr>
</tbody>
</table>