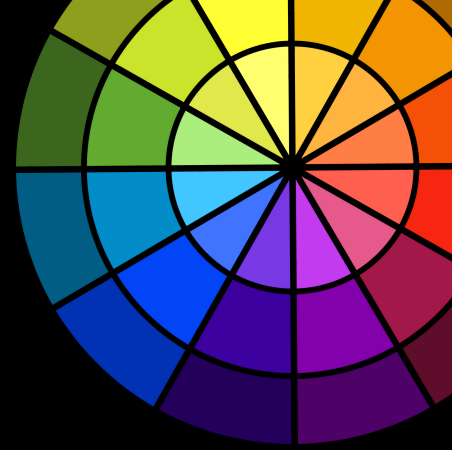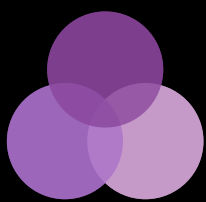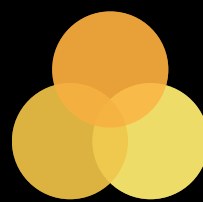# THE
PSYCHOLOGY
OF
COLOUR

A good way to break through the marketing noise is by designing your content with colour in mind.

Studies show that **62-90%** of people make assessments based on colours alone. This means colour choice can directly influence the mood of your audience.
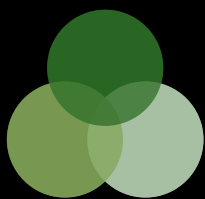
USE PURPLE
- In "Solve this problem" campaigns
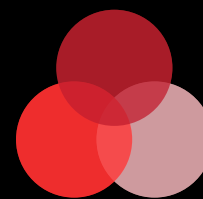- In engaging campaigns
- To provide hope

USE YELLOW
- To make people smile
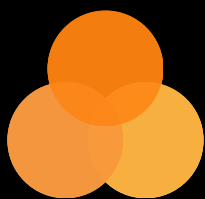- To activate memory
- In "grab it quick" campaigns

USE GREEN
- Environmental and health campaigns
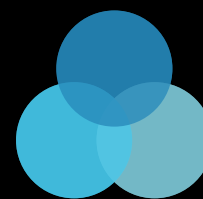- To relax your audience
- To create balance

USE RED
- In call-to-action campaigns
- To increase heart rate
- To generate enthusiasm

USE ORANGE
- To promote self-confidence
- To encourage socialisation
- To make people hungry

USE BLUE
- To build relationships
- To make people feel safe
- To inspire your audience

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