

HOW COLOUR AFFECTS YOUR BUSINESS

Someone once wrote that like death and taxes, there is no escaping colour. How true, and how fortunate we are to live in a colourful world! Most of the time we take colour for granted and give it a second thought only when we need to paint the walls of our living room, buy a new car or dye our hair.

The influence of colour in our everyday life is far more important than we give it credit for. Why is a person waiting to be interviewed on television always invited to sit in a green room? Why does a baby in a bright yellow or red bedroom have difficulty falling asleep? Why do fast food restaurants use orange as their main signage colour? Answers: green relaxes you, bright yellow and red energize you and orange stimulates your appetite and is easy to spot from a distance.

So how does colour impact the image you are sending out to your customers? Are your company colours attracting clients or sending them away? Do the colours you wear make you look aggressive or approachable – friendly or hostile?

Below are a few characteristics of 4 of the most popular colours and how they are perceived.

◆ BLACK

Black is powerful, mysterious, classic and elegant. It is the colour of choice of formal events and influential people.

Pros: conveys power and class.

Cons: too much of it can make you look distant. Since black does not reflect light, it can make you look harsh and tired as you grow older.



◆ RED

Red is dynamic, provocative and passionate. Its darker sister, burgundy is refined, mature and elegant.

Pros: a pure red conveys energy and action. A darker version will convey quality and style.

Cons: lighter reds can be aggressive. Worn for a long period of time, it can sap your energy.

◆ BLUE

Blue has a calming effect, while stimulating thought process. Navy blue is associated with success and power.

Pros: conveys loyalty and credibility.

Cons: in large quantities, light blue is easily associated with puerility. Royal blue may denote coldness or arrogance.



◆ YELLOW

Yellow is optimistic and creative and has a high impact. It is the most visible hue of the chromatic spectrum. Prefer lighter tones for clothing or get ready to be noticed!

Pros: conveys innovation, well-being and creativity.

Cons: when associated with black it can be perceived as a threat or overly aggressive.



This basic introduction to colour addresses broadly the subconscious impact that it has on people. Yet being aware of the impact of colour will help you make educated choices about your overall image.

Before choosing your business colours, your professional outfits and accessories, ask yourself what impact you want to make, which type of clientele you are trying to attract, and what lasting impression you want people to have of you and your company.

For more information on colours, or for a personal colour analysis, contact CHIC at
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