



# PSYCHOLOGY OF COLOR PRINTING

HOW THE USE OF COLOR ON DOCUMENTS  
AFFECTS HOW PEOPLE THINK AND ACT



# DO YOU USE SPECIFIC COLORS IN PRINTED DOCUMENTS?



## MAYBE NOW IS THE TIME TO START BEING STRATEGIC WITH YOUR COLOR PRINTER.

Research suggests that different colors tend to evoke different reactions from people looking at them. Marketers have known this for years and use color very effectively on packaging, signs and other printed material to promote their message to a specific target audience.

This ebook will show you what popular colors mean to people and how you can use color on printed documents to generate positive business outcomes.

### HOW COLOR HELPS:

- ✓ Faster Payment
- ✓ Improved Memory Recall
- ✓ Enhanced Quality Perception
- ✓ Heightened Reader Focus
- ✓ Increases Likeability of Message
- ✓ Promote Brand Recognition

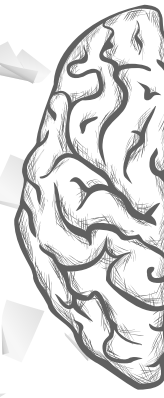
COLOR INCREASES  
**BRAND**  
RECOGNITION  
BY UP TO **80%**.

University of Loyola  
Maryland Study

COLOR CAN IMPROVE **READERSHIP** BY **40%**,  
**LEARNING** FROM **55** TO **78%**  
AND **COMPREHENSION** BY **73%**.

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# THE PSYCHOLOGY OF COLOR IN PRINTED DOCUMENTS



Before you print your next color document, here's the "physiological edge" that each color can deliver in the eyes of most people you deal with.

## RED

RED is a very strong color that is often used to gain reader attention and urge them to take action. Using the color red also tends to exude warmth, love, anger, danger, boldness, excitement, speed, strength, energy, determination, desire, passion and courage.



### DID YOU KNOW?

Using **RED** to highlight "Amount Due" has proven to speed up payment by up 40%.

31% of people are more likely to pay the full amount and faster if the amount due is highlighted in color.

## ORANGE

ORANGE is formed by combining yellow and red together creating a bright and warm color. For many, orange represents fire, the sun, fun, warmth and produces feelings of cheerfulness, low cost, affordability, enthusiasm, stimulation, creativity, aggression, food and Halloween.

## YELLOW

YELLOW can be a very effective color to use if you are looking for an attention-grabbing effect. It also communicates feelings of comfort, liveliness, cowardice, hunger, optimism, overwhelm, summer, liveliness, intellect, happiness and energy!



## GREEN

GREEN has become more and more popular in business with connections to recycling and environmental sustainability. Using green in printed documents will also convey durability, reliability, luxuriousness, optimism, well-being, nature, calm, relaxation, springtime, safety, honesty, optimism, harmony and, of course, freshness.



## BLUE

BLUE will communicate feelings of peace, professionalism, loyalty, reliability, honor and trust. The latter few being the reasons why so many large organizations have selected a blue logo. Using blue can also convey coldness, winter, depth, stability and professionalism to audiences.



## PURPLE

PURPLE is another color you can use as an alternative to black to communicate feelings of power, royalty, nobility, elegance, luxury and sophistication. Additionally, the color purple will also convey to your reader feelings of mystery and magic!



## PINK

PINK tends to be a color often associated with feminine audiences. This color is very popular with younger children and conjures feelings of love, caring and nurture.

**90%**

Believe customers remember presentations and documents better when color is used.

**81%**

Think color gives them a competitive edge.

**76%**

Believe that the use of color makes their business appear larger to clients.

International Communications Research

## BLACK

BLACK has always been a popular color in printed documents when looking to convey feelings of elegance, sophistication, formality, power and strength.

## GRAY

GRAY can be an effective choice to convey feelings of traditionalism, intelligence and seriousness. Conversely, gray can also be used to minimize text to make it appear dull and uninteresting compared to stronger colors.

## WHITE

WHITE is a core color that creates a feeling of cleanliness, purity, newness, peace, innocence, simplicity and sterility. The color white is also a popular choice to summon thoughts of snow, ice and cold.

## BROWN

BROWN is viewed as a wholesome color that resonates with many people as relaxing, confident, casual, reassuring, natural, earthy, solid, reliable, genuine and enduring. The color brown tends to be connected with fall and autumn.

Printing in **COLOR** can accentuate your message, grab your reader's attention and move them to **support your business objectives**.

**92%**

Believe color presents an image of impressive quality.

**90%**

Feel color can assist in attracting new customers.

**83%**

Believe color makes them appear more successful.

International Communications Research

### STILL BUYING PRINTER BRAND COLOR TONER?



[b2b.cartridgeworld.com/color-challenge](http://b2b.cartridgeworld.com/color-challenge)