



# Colour Psychology

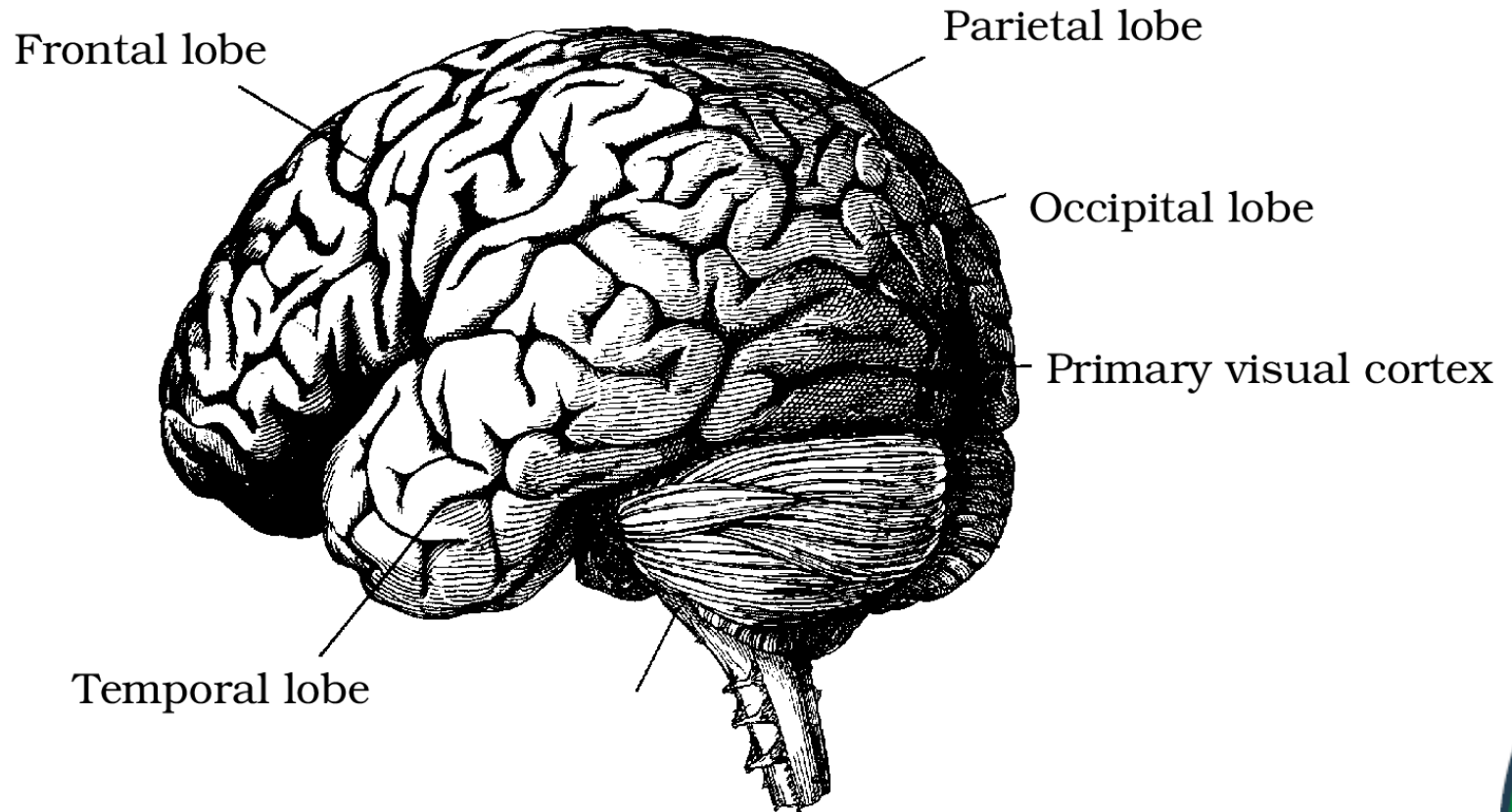
Katie Hart





# How we see colour

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# Colours in branding







# Colours in branding

## COLOR EMOTION GUIDE

**OPTIMISM** CLARITY WARMTH  
**FRIENDLY** CHEERFUL CONFIDENCE  
**EXCITEMENT** YOUTHFUL BOLD  
**CREATIVE** IMAGINATIVE WISE  
**TRUST** DEPENDABLE STRENGTH  
**PEACEFUL** GROWTH HEALTH  
**BALANCE** NEUTRAL CALM

**BRANDS:** Nikon, UPS, Denny's, NBC, Google, Nickelodeon, Hooters, Amazon, Payless, Subway, Coca-Cola, CNN, Netflix, Barbie, LEGO, ACE, Target, Lays, FritoLay, Canon, Avis, Heinz, McDonald's, etc.

**EMOTIONS:** OPTIMISM, FRIENDLY, EXCITEMENT, CREATIVE, TRUST, PEACEFUL, BALANCE

**ICONS:** Yin-Yang, Peace, Arm, Lightbulb, Lightning, Smile, Thumbs Up



# Proceed with caution

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- Subjective – do you see what I see?
- Cultural sensitivities
- Situational differences





# Remember THAT dress...?

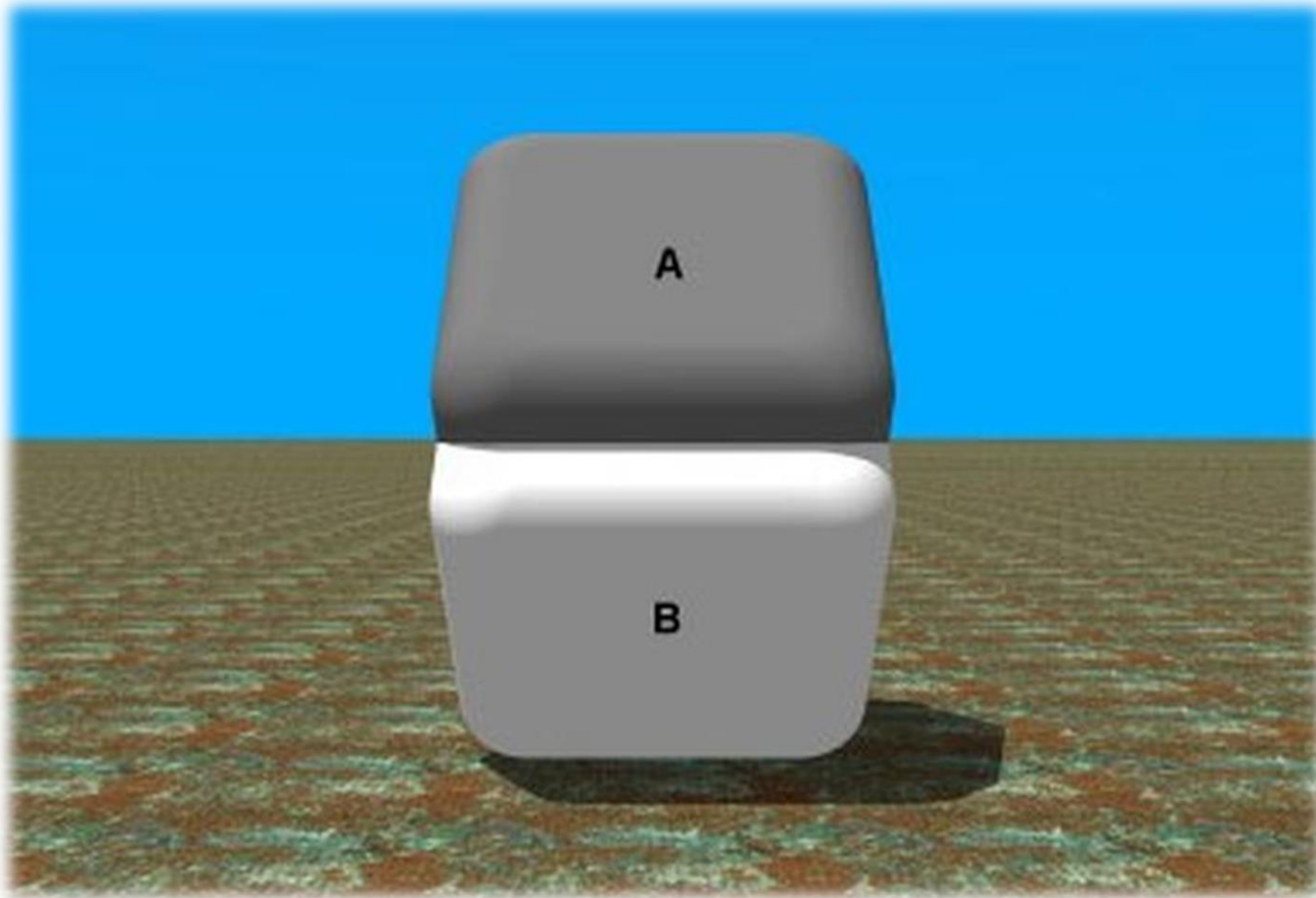
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# Mind games

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# Practical uses

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### What can you do with Performable?

- Make more money from your ad traffic**  
Don't waste your ad traffic. Use a website closer from your brand than in a targeted landing page instead.
- Sell more product using targeted video pages**  
Adding a video to your landing page can increase engagement & sales. Create one here in just 10 minutes.
- Acquire more business leads**  
By testing and optimizing your lead acquisition forms, you'll gain more business leads faster.
- Optimize your Google Adwords campaigns**  
We'll analyze optimization over all pages with Performable and tell you which optimize your landing pages to work.
- Get more subscribers to your newsletter**  
Create a great newsletter sign-up page by testing and optimizing your sign-up form over time.
- Improve your web site contact form**  
Increase the number of people who request about you by optimizing your contact forms.

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- Optimize your Google Adwords campaigns**  
We'll analyze optimization over all pages with Performable and tell you which optimize your landing pages to work.
- Get more subscribers to your newsletter**  
Create a great newsletter sign-up page by testing and optimizing your sign-up form over time.
- Improve your web site contact form**  
Increase the number of people who request about you by optimizing your contact forms.

[Get Started Now!](#)







# The colour wheel

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# In conclusion...

