

INTRODUCTION

- Of all forms of non-verbal communication, color is the most instantaneous method of convey messages and meanings
- For example: As a consumer shops their eyes rest on product packaging for approximately .03 seconds. In that time the packaging must
 - Catch the consumer' s eye
 - Inform them of the package content
 - Appeal to their psyche

SPEAKING COLOR - HUE

- **Hue** – Color and hue are synonymous and can be used interchangeably.
 - **Primary Colors:** Red, Yellow, Blue
 - **Secondary Colors:** Green, Orange, Violet
 - **Tertiary Colors:** mix of secondary colors

SPEAKING COLOR - SATURATION

- **Saturation** – the intensity of the color.
 - Determined by how much or how little grey a color contains.
 - Less Grey = more saturation
 - More Grey = less saturation

SPEAKING COLOR - VALUE

- **Value** – Lightness or darkness of a color.
 - Lightened values are called tints
 - Darkened values are called shades
 - Medium values are called mid-tones

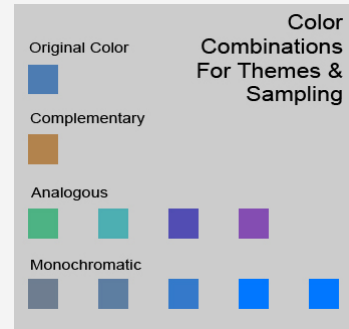
THE COLOR WHEEL

- Circular Arrangement of the Primary, Secondary and Tertiary Colors
- Shows color temperature (“warm vs. cool”)
 - **Warm Colors:** send more energetic, outgoing messages
 - Red, Orange, Yellow – associated with the warm of the sun
 - **Cool Colors:** send more restrained, contemplative messages
 - Blue, Green, Violet - associated with coolness of the sea and sky



COLOR SCHEMES

- **Monotone** – Use of a single neutral color
 - Ex: med grays, beiges, taupes, off whites
- **Monochromatic** – Use of one color family in various intensities
 - Ex: Blue with different levels of saturation
- **Analogous** – Neighboring families on the color wheel that share the same undertones
 - Ex: Blue, Blue-Green, Green
- **Complimentary** – Opposite each other on the color wheel
 - Ex: Blue & Orange, Purple & Yellow



COLOR & CULTURE

- Green, blue, yellow, orange, purple, pink, brown, black, gray, and white are most common colors in all cultures.

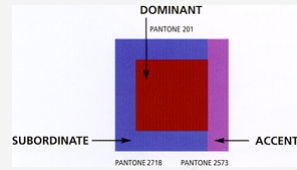
Western Culture	
Red	Anger, Danger
Black	Death, funerals

Eastern Culture	
Red	Happiness
White	Death, funerals

- Eastern Weddings and restaurants most often use
RED

COLOR SELECTION PROCESS

- First decide on what message you wish to convey?
 - Dominant Colors conveys message
 - Subordinate & Accent Colors reinforce message
- These conventions are not a hard and fast rule. Sometimes the juxtaposition of colors sends strong message as well.



DISCUSSION

- Mets
- Yankees
- IBM
- Apple
- Netflix
- Pepsi
- ESPN
- Starbucks