How Color Theory Influences Graphic Design

When you – or the graphic designer you work with – understand the principles behind color theory, it helps you add the right look, tone, feel, mood, and movement to the graphic designs you use to represent your business. This significant understanding can help you produce graphics and branding stories that are cool or warm, energizing or relaxing, busy or tranquil. The right color story can contribute to your brand's personality and vibe and tell your ideal consumers important information about your company.

Your graphic designer can also help you understand how colors might send a different message when they're used on different marketing products – for example: a postcard versus a huge banner – and how to chose colors that look good and send the same message on each iteration of your marketing materials. Along with your target market and their preferences, you should also keep factors like the psychology of color and the consistency of your brand's marketing in mind when making color selections.

Three Important Color Types

Color is an important part of leaving a lasting and favorable impression on your target market and of establishing and increasing brand familiarity. Think of how disconcerting it would be to see an orange logo on your latte sleeve as opposed to the green we're all familiar with. What if your favorite fast-food restaurant boasted black arches instead of the iconic golden ones? How about if online products were delivered to your home in a blue versus brown truck? Now that you have an idea of how color leads to recognition and brand awareness, there are three types of color you should be aware of and understand.

- *Primary* colors – red, yellow, and blue – are standalone superstars that cannot be recreated by any combination of other colors.

- *Secondary* colors – green, orange, and purple – are incredible understudies that are same proportion combinations of two primary colors.

- *Tertiary* colors – yellow/orange, red/orange, red/purple, blue/purple, blue/green, and yellow/green – are superstars in their own right because they're a combination of primary and secondary colors.

 Color also affects more than just the background of your marketing materials. It plays an equally important role in your logo design, font colors, typography designs, and image choices. Of course, you also must keep consumer preferences at the forefront of your color choices. Often, consumers associate specific colors with specific causes and ideals. For example, many consumers associate green with recycling and environmental concerns or associate blue with water or the sky.

Your graphic designer can help you make color selections that reach the right audience, establish the right mood, evoke the right emotions, and instill the right level of consumer confidence in your target market. They can also help you learn about and understand the importance of warm and cool colors, complimenting and accent colors, and color harmony that helps your brand sing.

When you work with the graphic design team at ABC, you'll get the innovative, industry-leading, award-winning knowledge of our graphic designers, production and fabrication experts, and professional installers. Contact us today and start using color theory to reach your ideal consumers, boost your brand, and build your business.

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KEYWORDS

color theory, color wheel, graphic design, marketing and branding, marketing, branding, composition, coloring, color, **color theory**