



# The Psychology of Color in Print Advertisement



By: Lina Betts, Student at the University of Colorado at Colorado Springs

Prepared for ENGL 3130

## INTRODUCTION

Did you just randomly crave a hamburger after seeing the McDonalds logo? Were you just automatically comforted by the PURPLE March of Dimes logo? What if I told you that this was due to emotions evoked by colors used in advertising and that it was on purpose. Color is one of many marketing tools that companies use to associate their product with certain emotions. A company is trying to evoke certain reactions from customers in print advertising and in brand recognition through the emotions deployed psychologically when someone sees a specific color.

In this poster, we intend to show what factors go into using colors to reach consumers psychologically: brand recognition/development, fads, gender, and age.

## IN THE FUTURE

For future print advertising, businesses should really research the meanings behind colors (especially in different cultures), the emotions the certain colors evoke, the fads of the period, and really pay attention to gender and age.

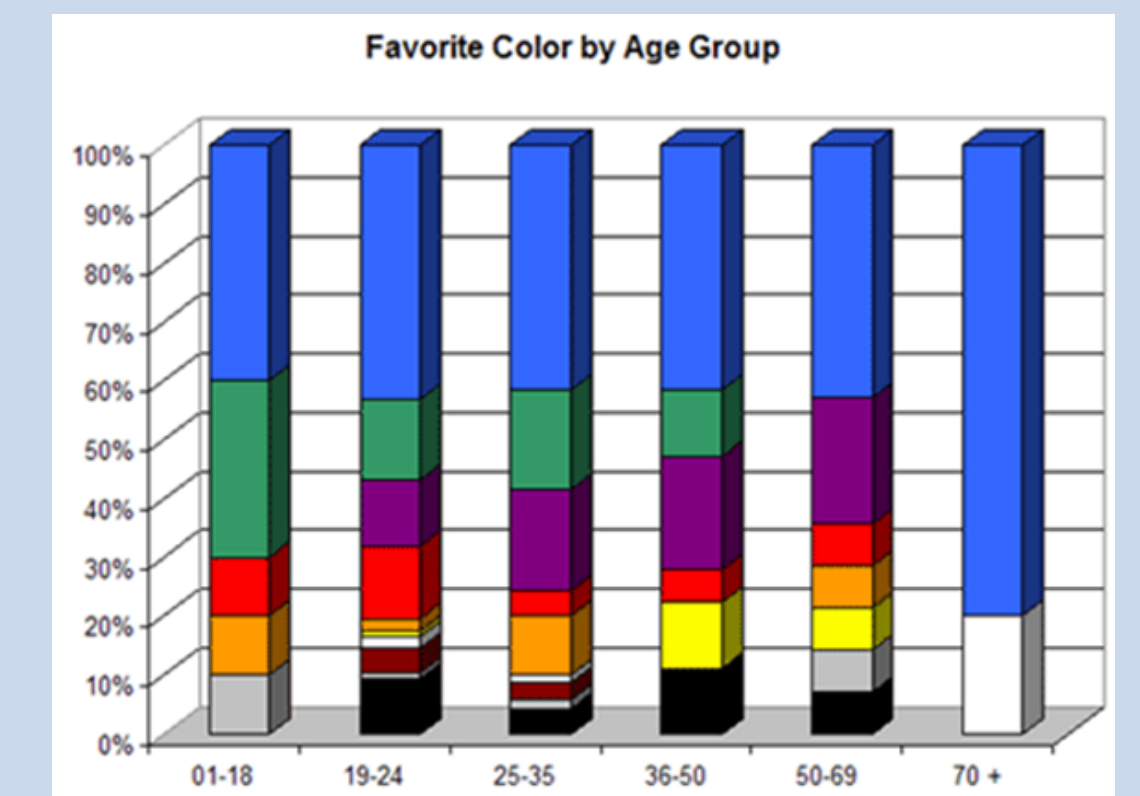


Figure 1: Hallock, Joe. "Colour Assignment - Preferences." Colour Assignment - Preferences. N.p., n.d. Web. 31 Mar. 2015.

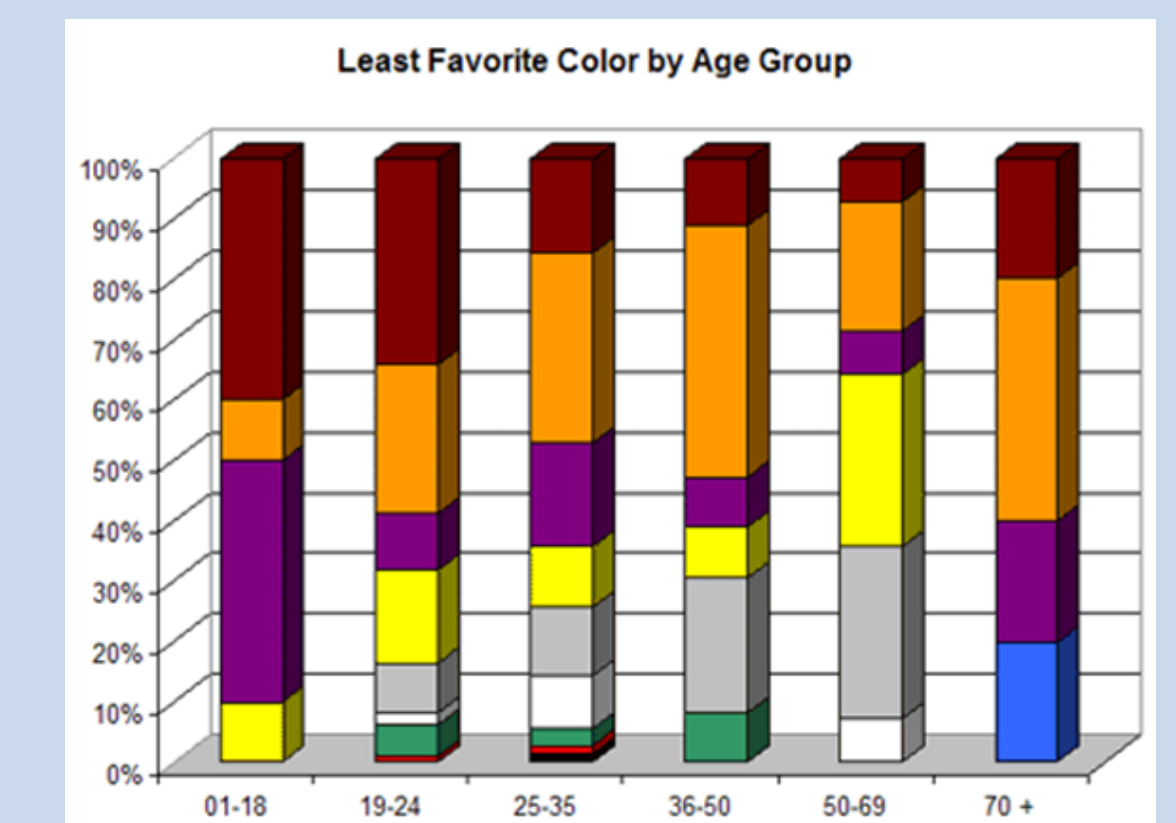
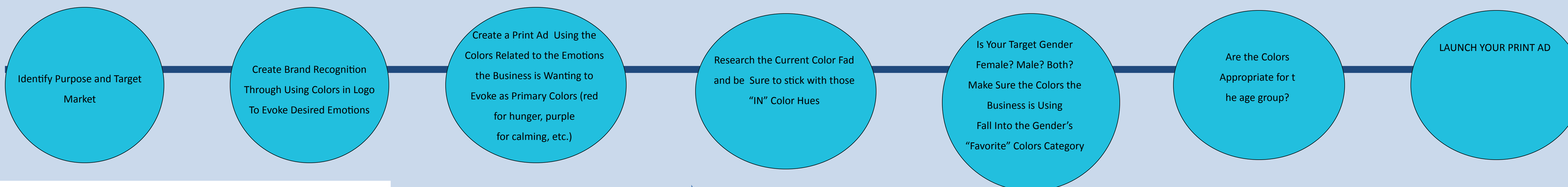


Figure 2: Hallock, Joe. "Colour Assignment - Preferences." Colour Assignment - Preferences. N.p., n.d. Web. 31 Mar. 2015.

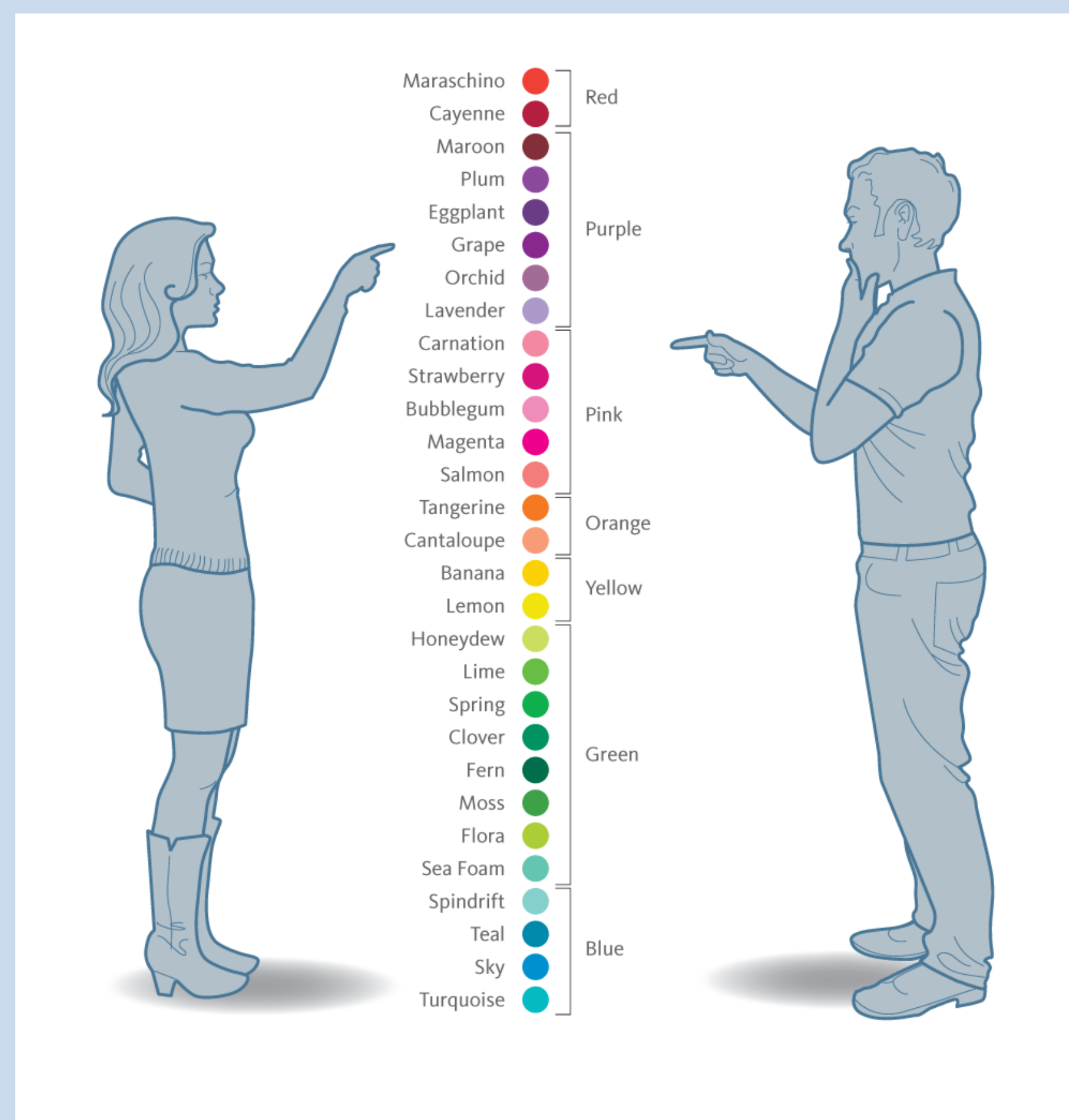
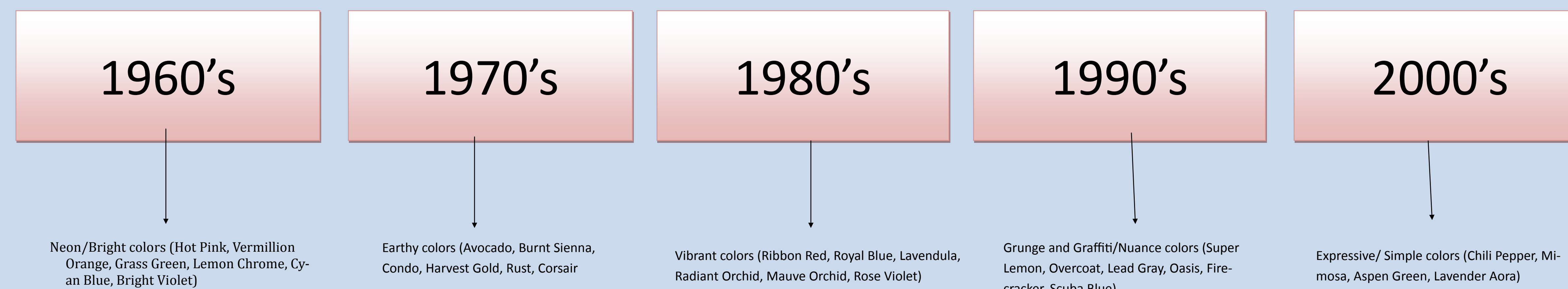
## STEPS TO SUCCESSFULLY USE COLOR IN PRINT ADS



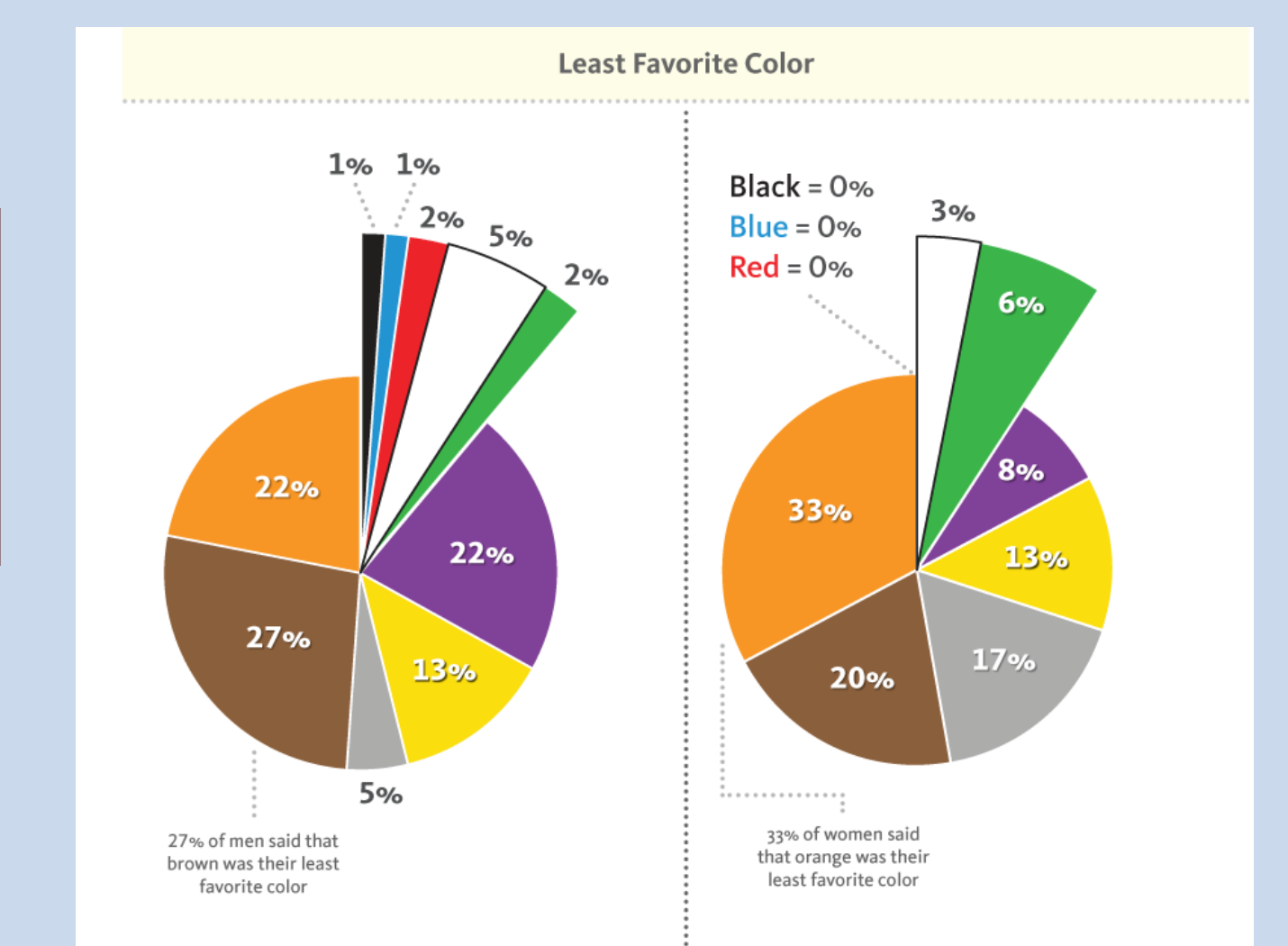
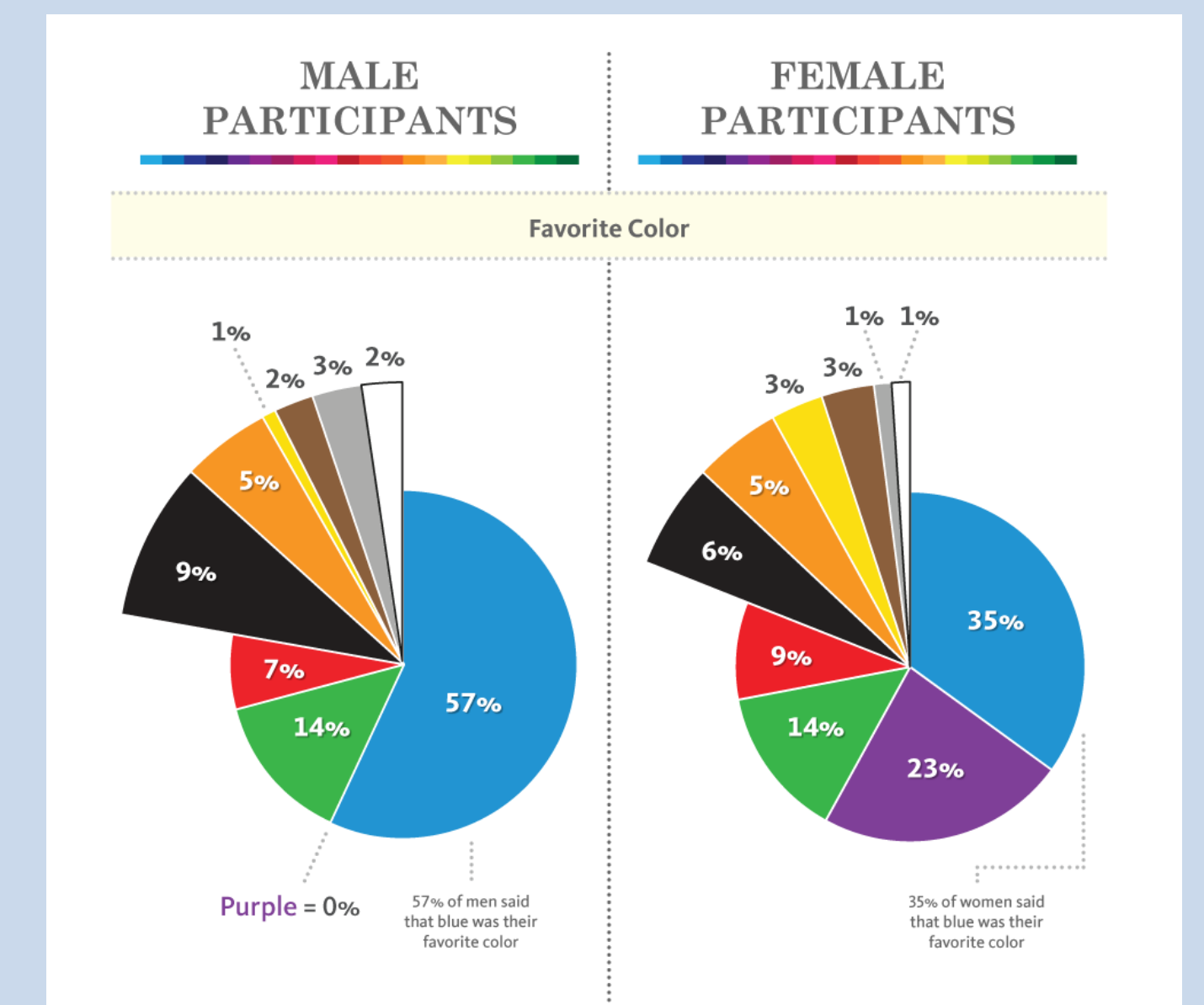
## METHODS/MATERIALS

Due to personal preferences, past experiences, cultural influences, etc., psychology of Color in print advertisement is a very hard topic to research. With that, I really expanded my research methods. I found very little information regarding the topic in journals and had to dig deep on google scholar and regular google to come up with the limited sources I did. Luckily, they all tied into each other and really backed up my research topic.

## TIMELINE OF COLOR FADS



"True Colors Infographic - Breakdown of Color Preferences by Gender." True Colors Infographic - Breakdown of Color Preferences by Gender. N.p., n.d. Web. 31 Mar. 2015.



"True Colors Infographic - Breakdown of Color Preferences by Gender." True Colors Infographic - Breakdown of Color Preferences by Gender. N.p., n.d. Web. 31 Mar. 2015.