



## Power Colors

- 1. Red** - Red is the color of power. It gets people's attention and it holds it, which is why it's the most popular color for marketing. Just don't overdo it!
- 2. Blue** - When you want to be viewed as trustworthy and cool, blue is the color for you. Mix blue with complimentary colors for best results.
- 3. Pink** - Vying for the attention of a young female demographic? You can't go wrong with pink. It's fun, frilly and totally female.
- 4. Yellow** - Yellow is a powerful color, but it is also the most dangerous hue. Use yellow to command your audience's attention, and let them know you're confident in your abilities.
- 5. Green** - Green is a versatile color. It is warm and inviting, lending customers a pleasing feeling. Second, it denotes health, environment and goodwill. Finally, green is the color of money, so it creates thoughts of wealth.
- 6. Purple** - Purple is the color of royalty, which makes it perfect for lending a touch of elegance and prestige to your marketing materials.
- 7. Gold** - Gold is likewise elegant and prestigious, but adds an element of power purple can't match. In combination with purple or green, gold is a powerful color that symbolizes wealth and pedigree.
- 8. Orange** - Orange is energy. It has powerful attention-getting properties, it's fun and cool, and it makes customers feel as though they're dealing with a cutting-edge company.
- 9. Brown** - Brown, an earthy tone, is known as a comfort color, lending relaxation to customers.
- 10. Black** - Black is another highly versatile color. It can be modern or traditional, exciting or relaxing. Used as a contrasting color, black most often adds drama to whatever mood you want to cast.

- <http://www.business2community.com/marketing/10-colors-that-increase-sales-and-why-0366997>

