



> YELLOW

- > OPTIMISTIC AND YOUTHFUL
OFTEN USED TO GRAB
ATTENTION OF WINDOW
SHOPPERS



> RED

- > ENERGY
INCREASES HEART RATE
CREATES URGENCY
OFTEN SEEN IN CLEARANCE
SALES



> BLUE

- > CREATES THE SENSATIONAL OF
TRUST AND SECURITY
OFTEN SEEN WITH BANKS AND
BUSINESSES



> GREEN

- > ASSOCIATED WITH WEALTHY
THE EASIEST COLOR FOR THE
EYES TO PROCESS
USED TO RELAX IN STORES



> ORANGE

- > AGGRESSIVE
CREATES A CALL TO ACTION:
SUBSCRIBE, BUY, OR SELL



> PINK

- > ROMANTIC AND FEMININE
USED TO MARKET PRODUCTS
TO WOMAN AND YOUNG GIRLS



> BLACK

- > POWERFUL AND SLEEK
USED TO MARKET LUXURY
PRODUCTS



> PURPLE

- > IS USED TO SOOTHE & CALM
OFTEN SEEN IN BEAUTY OR
ANTI-AGING PRODUCTS