If you’re choosing the colors: 

- 83% of consumers decide the color of a product or brand before even seeing the product. 
- 88% of consumers say color is an important factor when making a purchase. 

Using Color to Drive Customer Perception: 

- Trust: Blue and green 
- Security: Black and red 
- Speed: Yellow and orange 
- Cheap: Blue and green 
- Cool Colors: Blue, green, and purple 

Positive & Negative Color Associations: 

- Negative: Red, orange, and brown 
- Neutral: Blue, green, and purple 
- Positive: Yellow, orange, and brown 

Color Combinations Influence Buyer Motives and Intentions: 

- Warm colors (red, orange, yellow) create a sense of warmth and energy. 
- Cool colors (blue, green, purple) create a sense of calm and relaxation. 

How do Graphic Colors Affect Buyer Emotions? 

- Red: Stimulates energy and excitement. 
- Yellow: Stimulates creativity and optimism. 
- Green: Stimulates growth and harmony. 

America’s Favorite Colors: 

- Red: 16% 
- Blue: 33% 
- Yellow: 9% 
- Green: 8% 
- Other: 12%