

Color Sells, and the “RIGHT” Colors Sell Better



By Dana Reese

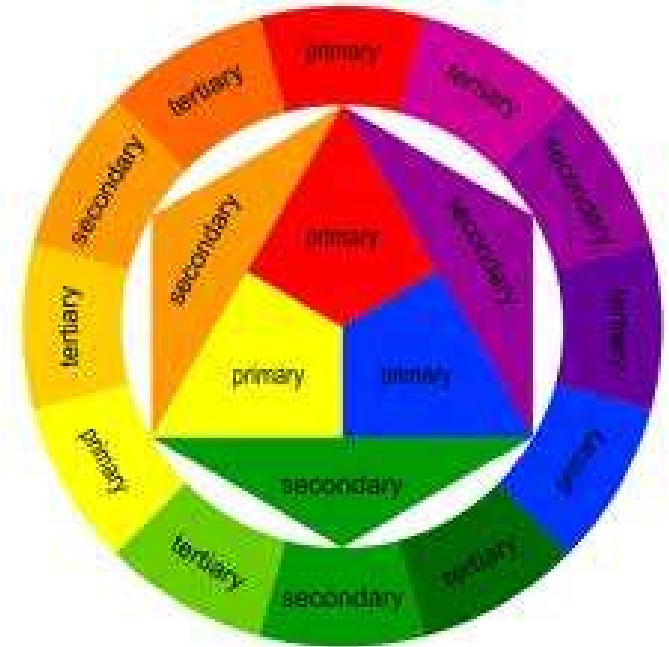
Overview

- What is color?
- Importance of color
- 2011 color forecast
- 2011 color trends
- Helpful Resources



Color Theory

- Primary colors
 - Red, yellow, blue
- Secondary colors
 - Green, orange and purple
- Tertiary colors
 - Yellow-orange, red-orange, red-purple, blue-purple, blue-green, and yellow-green.



Importance of Color

- Color increases brand recognition by up to 80%
- Color improves readership as much as 40%
- Color accelerates learning from 55 to 78%
- Color increases comprehension by 73%
- Color ads are read up to 42% more than similar ads in black and white.



Importance of Color

- Colors often have different meanings in various cultures
- In North American mainstream culture, the following colors are associated with certain qualities or emotions:



RED



Blue



Yellow



Orange



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Purple



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White



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Black



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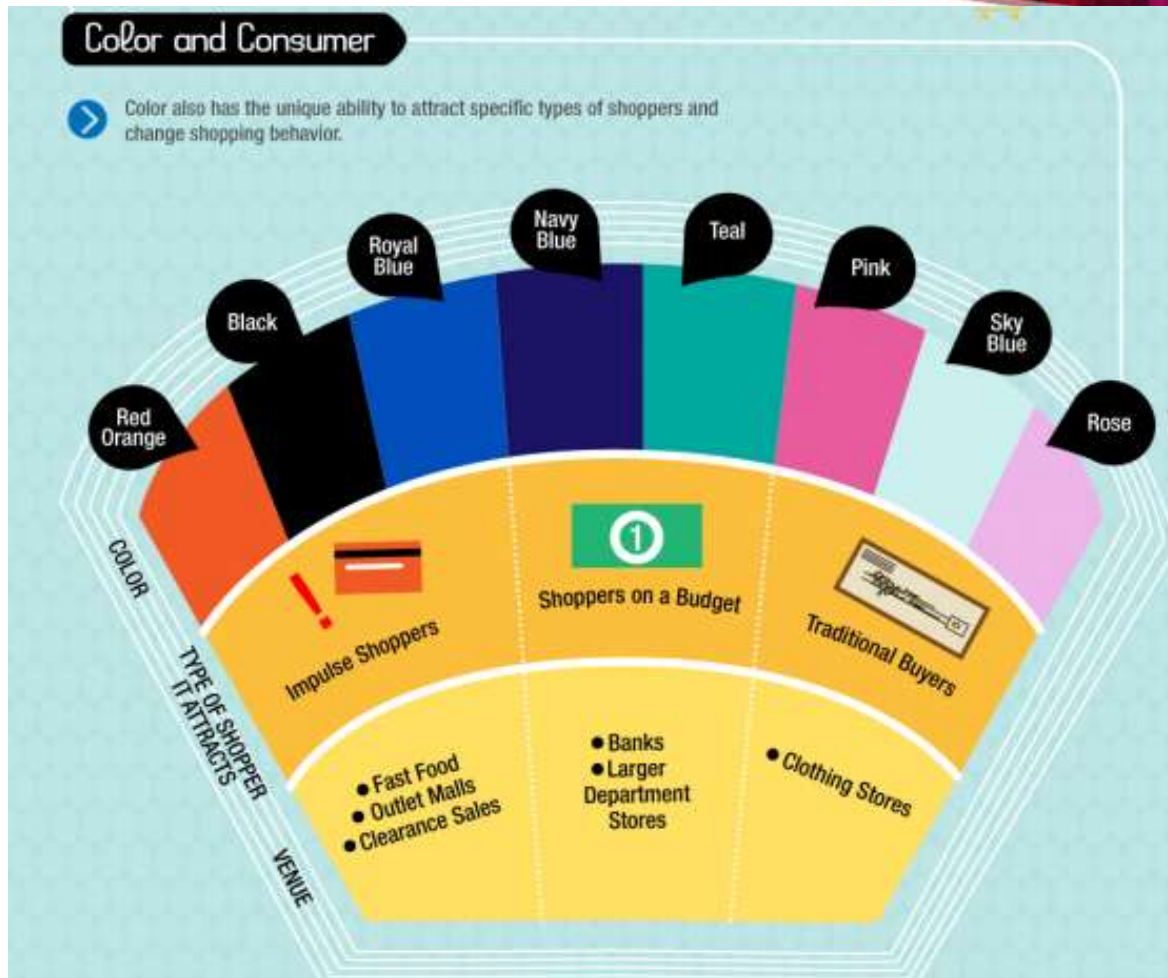
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Want to test some of this out?

- Check out the following web.
 - **Jaguar** (<http://www.jaguar.com>)
Jaguar markets to people with high incomes.
 - **Volkswagon Microbus** (<http://www.vw.com/microbus/>)
Targeting people who are happier, laid back and playful.

Consumer Color Preferences



Color Forecast

- Numerous companies come out with their own each year
- Each industry has their own color forecast



Color Forecast

- Factors that influence color forecast
 - Social Issues
 - Politics
 - Environment
 - Economy
 - Cultural Diversity
 - Memorable Events
 - Technology Developments



PANTONE, Inc.

- World renowned authority on color
- PANTONE® MATCHING SYSTEM®, a book of standardized color, in fan format.
- PANTONE is the world's only universally accepted color communication language



PANTONE's Color Forecasts

- PANTONE Fashion Color Repot
 - Features top 10 colors for women's and men's fashions
 - Coincides with the beginning of New York Fashion Week
 - The report is free

PANTONE's Color Forecasts

- PANTONE VIEW Colour Planner is a biannual color forecast that offers seasonal color forecasting 24 months in advance
 - *The PANTONE VIEW Colour Planner Winter 2011/2012 is available immediately for U.S. \$750*
 - *The PANTONE VIEW Colour Planner Spring/Summer 2012 is available immediately for U.S. \$750 from Pantone directly at www.pantone.com*

Top 10 PANTONE Colors for Women's Fashion – Spring 2011

Honeysuckle

PANTONE 18-2120

Coral Rose

PANTONE 16-1349

Peapod

PANTONE 14-6324

Beeswax

PANTONE 14-0941

Silver Peony

PANTONE 12-1200

Russet

PANTONE 18-1235

Regatta

PANTONE 18-4039

Blue Curacao

PANTONE 15-4825

Lavender

PANTONE 15-3817

Silver Cloud

PANTONE 16-4502

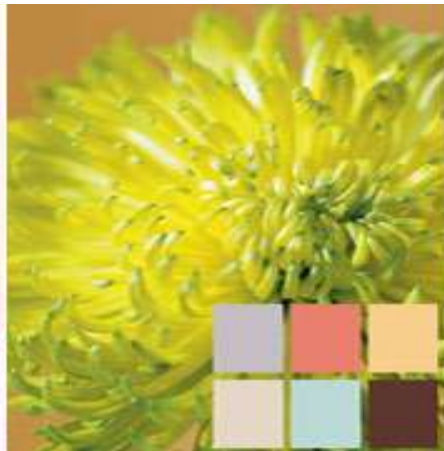
Top 10 PANTONE Colors for Men's Fashion – Spring 2011



Other Companies Forecasts

- <http://landor.com/>
- <http://sensationalcolor.com/>
- <http://www.sherwin-williams.com/>
- <http://www.benjaminmoore.com/>
- <http://www.apartmenttherapy.com/>
- <http://www.meridameridian.com/>
- <http://www.fashionising.com/>

Attention-getting hues



Landor 2011 color direction
Passionate fire

Fire



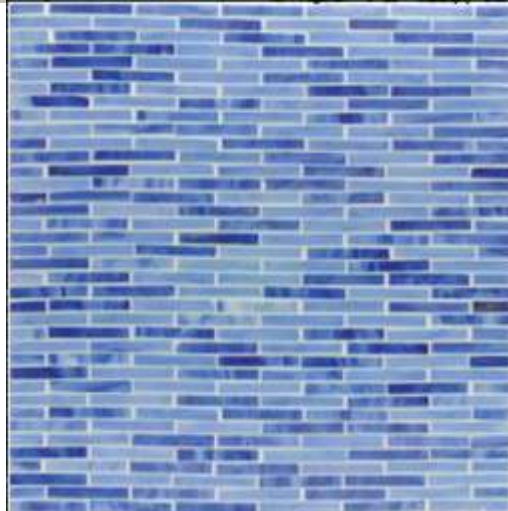
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Green



Blues



Neutrals



Comforting luxuries



Smoke and ash



Colors by Jack Biedercenter
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Purples



RED
CAST
BLUE



Glowing embers



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White



Paper White

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www.colourlovers.com



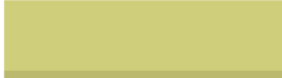
- find color palettes
- network with other people to discuss color related topics
- interesting articles about all things color



Latest Home Color Trends



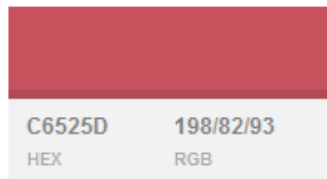
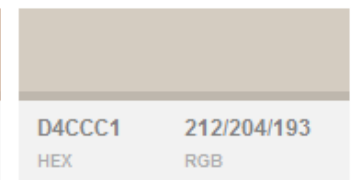
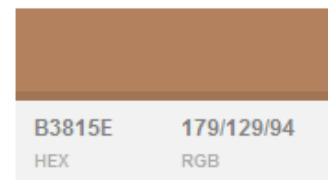
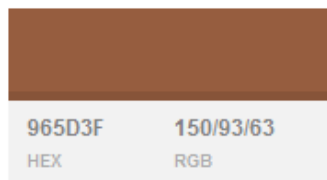
<http://www.apartmenttherapy.com>

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|--|---|---|-------------------|---------------|--------------------|
|  |  |  | | | |
| 66668B HEX | 102/102/139 RGB | 9CA863 HEX | 156/168/99 RGB | CFCE7A HEX | 207/206/122 RGB |

Latest Home Color Trends



www.dwell.com/homes



Latest Home Color Trends




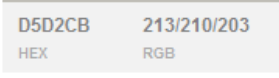

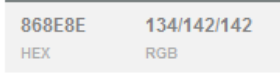

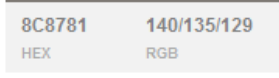

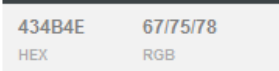

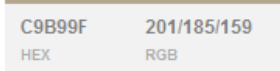


www.dwell.com



Latest Home Color Trends



www.dwell.com




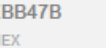

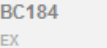

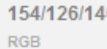
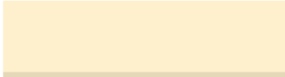
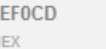
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|---|--|--|---|--|---|
|  D5D2CB HEX |  213/210/203 RGB |  868E8E HEX |  134/142/142 RGB |  8C8781 HEX |  140/135/129 RGB |
|  434B4E HEX |  67/75/78 RGB |  C9B99F HEX |  201/185/159 RGB |  92623E HEX |  146/98/62 RGB |

Latest Craft Color Trends

English Countryside Wedding Garter

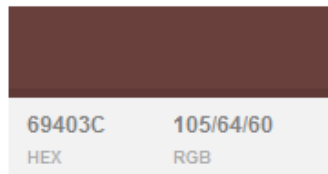
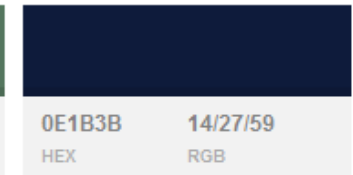
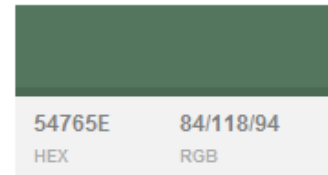
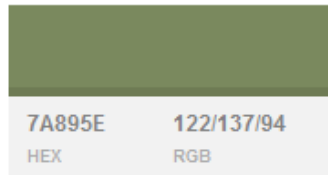
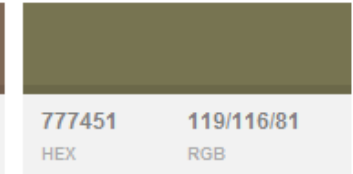
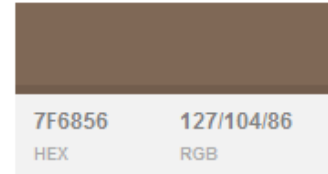
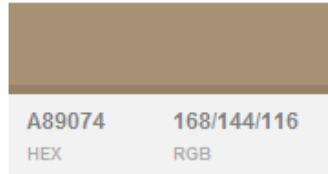
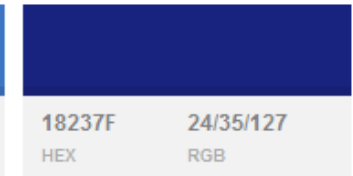
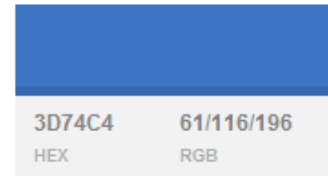
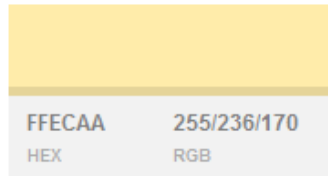


www.etsy.com/shop/bluesparrowtrinkets

| | | | | | |
|--|---|---|---|--|---|
|  C97F4E HEX |  201/127/78 RGB |  EBB47B HEX |  235/180/123 RGB |  EBC184 HEX |  235/193/132 RGB |
|  9A7E8C HEX |  154/126/140 RGB |  FEF0CD HEX |  254/240/205 RGB | | |

Latest Craft Color Trends

Flower Sash or Headband



Latest Craft Color Trends

Custom Bridal Garter



www.loboheme.com



57404A
HEX 87/64/74
RGB



5E244A 94/36/74
HEX RGB



8276B6 130/118/182
HEX RGB



938F8E 147/143/142
HEX RGB



CCC6B8 204/198/184
HEX RGB




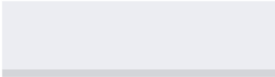




B4A07F 180/160/127
HEX RGB

Latest Website Color Trends



www.pandora.com

| | | | |
|--|--|--|-------------------------------|
|  |  |  | |
| 091D42 HEX | 9/29/66 RGB | 396A92 57/106/146 HEX RGB | 9AB4CB 154/180/203 HEX RGB |
|  |  |  | |
| ECEDF2 HEX | 236/237/242 RGB | FDFFDF 253/253/253 HEX RGB | |

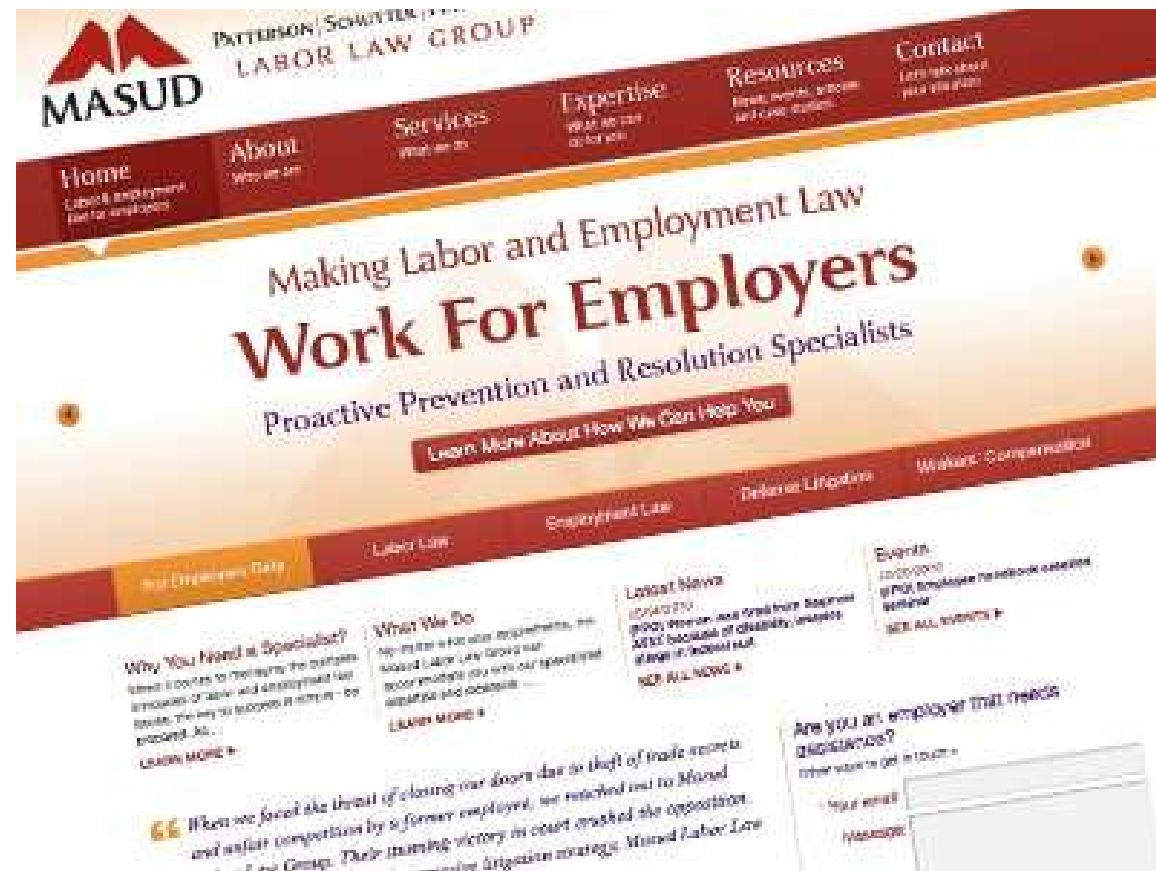
Latest Website Color Trends

The screenshot shows the Etsy website interface. At the top, there is a navigation bar with 'Etsy' on the left, and 'Buy', 'Sell', 'Community', and 'Blog' in the center. A search bar on the right contains the word 'Handmade' and a 'Search' button. Below the navigation bar is a 'Categories' sidebar on the left, listing various product types like 'Accessories', 'Art', 'Bags and Purses', etc. The main content area features three promotional banners: 'Gadget Trends Accessories 2.0', 'Destination Vacation If you like piña colodas...', and 'Handmade Weddings Unforgettable design'. Below these are two sections of 'Handpicked Items' and 'Picked by sweptfromthesea', each displaying a grid of product listings with images, titles, and prices.

www.etsy.com

| | | | | | |
|-----------|-----------|-----------|-----|--------|-----|
| DC4E88 | | 925487 | | C7C98E | |
| HEX | RGB | HEX | RGB | HEX | RGB |
| 229766 | 148148135 | 189201190 | | | |
| F4F5E0 | | 89CEDE | | | |
| HEX | RGB | HEX | RGB | | |
| 244245237 | 137206222 | | | | |

Latest Website Color Trends



<http://dribbble.com/>

| | | | | | |
|--------|-------------|--------|-------------|--------|------------|
| FFFFFF | 255/255/255 | F5D0AA | 245/208/170 | F19231 | 241/148/49 |
| HEX | RGB | HEX | RGB | HEX | RGB |
| 9A2720 | 154/38/32 | 571D89 | 87/29/105 | | |
| HEX | RGB | HEX | RGB | | |

Key Notes

- Not imperative for artists to predict trends in order to be successful
- Do follow trends to a certain degree and use ones that make sense for your art style

Picking the 'Right' Color

- Choose colors that people will buy
- Choose colors that enhance your product
- Take into consideration the Psychology of Color
- Target Market
- Research Color Forecasts



Links/Resources

- <http://www.infoplease.com/spot/colors1.html#ixzz1BVFFjsy4>
- <http://www.colormarketing.org/>
- <http://www.pantone.com>
- <http://www.colourlovers.com/>
- <http://www.benjaminmoore.com/>
- <http://www.colormarketing.org/>
- <http://www.coatingsworld.com/>

Thank you for listening.
Do you have any questions?



Dana Reese