The Impact of COLOR IN PACKAGING DESIGN

Color is an integral part of product packaging. It triggers involuntary thoughts, feelings, and emotions about your product and can directly impact the purchasing decision.

bolger

red

**ATTRIBUTES:** Energy, Action, Excitement, Passion, Strength

Darker shades are linked with products that are luxurious and have high perceived value. Lighter shades are associated with products that are lively, energetic, but can be thought of as having a lower perceived value. Red is a very emotionally intense color and has been shown to prompt impulse buying.

yellow

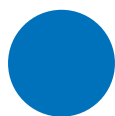**ATTRIBUTES:** Fun, Optimism, Joy, Energy, Originality, Innovation

Yellow packaging is generally targeted at children and adolescents. It is excellent for products that aim to make people happy. It is considered to be an unstable and spontaneous color, so avoid using yellow if you want to suggest stability and safety. It stimulates mental activity and generates muscle energy, and in packaging, yellow suggests either something original and innovative or an inexpensive, fun product.
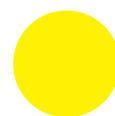
blue

ATTRIBUTES: Strength, Honesty, Dependability, Harmony, Serenity

Blue is one of the safest colors to use in packaging. It soothes and reassures, promoting feelings of trust, security, order, and tranquility. Brightness is key. Darker shades of blue appeal to older audiences and support a professional, serious, conservative perception of a product. The lighter and softer the blue, the more creative the product is perceived to be. Vibrant hues appeal to younger customers.

purple

ATTRIBUTES: Fun, Optimism, Joy, Energy, Originality, Innovation

Purple is used by brands that are more of an indulgence than a necessity. With purple being the union of body and soul, it is appropriate for packaging of holistic products and anything to do with spirituality. It also evokes imagination in consumers by combining the stability of blue with the intensity of red. Adding gold or silver accents can add a sense of exclusivity and exceptional quality.

orange

ATTRIBUTES: Fun, Adventurous, Friendliness, Optimism

Psychology identifies orange with exploration, confidence, and sociability. Its lively energy is suited for companies looking to attract a younger (or young at heart) group. Orange packaging can suggest affordability, but not without risk as variations of orange can give the impression of cheapness and poor quality. Adding a secondary color to the packaging (i.e. dark blue to suggest reliability and trustworthiness) can change the message and increase the perceived value.

turquoise

ATTRIBUTES: Calmness, Clarity, Purity, Reenergize

Turquoise is calming—conveying clarity of thought and communication. It's a choice color for health-related product packaging. It calms emotions, recharges the spirit, restores energy levels and inspires positive thought. It is generally suitable for both genders. Adding a secondary color to your packaging design can quickly change the appeal of turquoise: adding black strengthens the look, adding dark blue makes it more conservative.

black

ATTRIBUTES: Sophistication, Strength, Exclusivity, High-end Experiential

When used in packaging, black gives the product a heavier and more expensive appearance with a higher perceived value. Black can also add a degree of mystery. Generally, it is used for high-end products, delivering a sense of luxury and exclusivity. It is almost always accentuated with another color that completes the message. Combined with pink it gives a more feminine look, white adds sophistication, while blue adds strength.

green

ATTRIBUTES: Security, Growth, Harmony

In packaging, muted and mid-greens suggest eco-friendly, natural, or healthy organic products. Dark green implies wealth, luxury and professional quality. Green is considered rejuvenating and natural and is a popular color for companies advocating for healthy lifestyles. In a time when ecologically-friendly packaging is top-of-mind for consumers, green is the color of nature, the body, and balance and harmony of the mind.

pink

ATTRIBUTES: Calming, Beauty, Femininity, Sincerity

Pink is non-threatening, calming and associated with empathy. In packaging, the shade of pink used is extremely important. Softer shades are generally used for packaging products that are targeted toward families. Dusty or muted pink attracts a more sentimental, older market. Bright pinks can suggest a less expensive and trendy product which attracts pre-teens. Combining pink with darker colors gives it more sophistication and strength.

gray

ATTRIBUTES: Conservative, Neutral, Indifferent

Gray is a reserved color that lacks energy but works well as a background color. It allows other colors to take prominence. Being neutral, it can easily be combined with almost any color to impart different messages and appeal to different consumers. Adding red gives it energy and excitement while dark blue makes it look professional. Light gray packaging combined with other colors such as blue or yellow can create a modern, hi-tech look.

brown

ATTRIBUTES: Conservative, Neutral, Indifferent, Minimalism

Emotionally, brown is associated with strength, comfort, earthiness, and reliability. Our familiarity with brown cardboard boxes gives the impression of basic and practical. In packaging, the brown (or Kraft® paperboard) is appropriate for products that are wholesome, organic, and safe. In using the color brown in packaging design, be careful of the hue of brown and add colors that will influence your customer's emotions.

white

ATTRIBUTES: Conservative, Neutral, Indifferent

As a packaging color, white is safe. It is basic, unadventurous and conservative, but perfect when you want to create the impression of cleanliness, efficiency or simplicity. White is a popular choice when conveying simplicity in high-tech products. It is often accented with other colors to enhance or change the perception. It allows for clear and concise messaging and exudes peace and calmness.