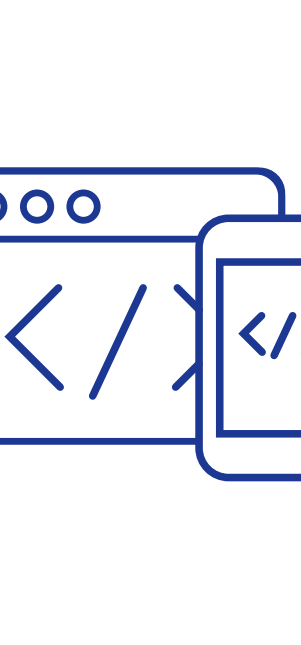




Conversion Psychology of Color

Colors have power. Humans are visual consumers, and for marketers, color is an opportunity to get your audience to see the same vision you have for your brand. Choosing the right colors can help build trust, drive higher conversions, and build a better user experience at every stage of the customer journey.

The Stats



Consumers make judgments about visual design in just **50 milliseconds**



Color increases brand recognition by **80%**



Changing the color of a CTA button can increase conversion rates by **34%**



38% of people will stop engaging with a website if the visual appearance is unattractive.

“Colors, like features, follow the changes of the emotions.”
- Pablo Picasso

The Color Psychology of...

Colors can trigger emotional, and even physical effects on your audience. Remember that one color can impact viewers differently due to factors like culture, gender, and context.

Red

Emotions

- Powerful and energetic
- Encourages appetite
- The color of love
- Also triggers aggression depending on context

Marketing

- Promotes appetite
- Triggers urgency
- Attracts attention

Orange

Emotions

- Friendly, comforting and enthusiastic
- Combines the power of red and happiness of yellow into one

Marketing

- Triggers impulsive purchases
- Used to highlight a confident brand

Yellow

Emotions

- Optimism and cheer
- Anxiety and fear
- Hardest color for the eye to process

Marketing

- Grabs attention
- Can be overwhelming when used too much

Green

Emotions

- Associated with health, money, and nature
- Used for growth and success

Marketing

- Eco-friendly products
- Used to relax buyers
- Corresponds with safety

Blue

Emotions

- Trusted and dependable promotes calmness
- Can be seen as “cold”

Marketing

- Sense of security
- Number one color for websites and corporate businesses

Purple

Emotions

- Associated with luxury
- Historically associated with royalty

Marketing

- Often used for beauty and anti-aging products

Color and Overdrive

Color does not add a pleasant quality to design—it reinforces it.
- Pierre Bonnard

Spring

Relaxing
Symbolizes growth and success
Popular CTA color

Deep

Trustworthy and dependable
Frequently used in UI design

Flame

Calming
Frequently used in UI design

Grey

Excellent neutral colors
Grey is associated with formality

White

Excellent neutral color
White is associated with cleanliness

At Overdrive we use data-driven tests and countless years of marketing experience to decide where—and when—specific colors are used.

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