

STRATEGIC USE OF
COLOR
IN RETAIL DESIGN
& BRANDING

YELLOW

Emotional Association
joy, enlightenment,
friendliness, attention

Strategic Use in Retail
Attract attention,
signal affordability,
create feelings of
happiness, and
creativity



Etsy



DUNKIN'

ORANGE

Emotional Association
Friendly, warm, energetic,
enthusiastic

Strategic Use in Retail
Creating a sense of fun,
optimism, confidence
and excitement



shōmi!



WHITE

Emotional Association
Clean, pure, minimal, modern,
innocence, integrity

Strategic Use in Retail
Creates a sense of cleanliness,
sophistication and space



abc

BLUE

Emotional Association
Trust, calm, professionalism

Strategic Use in Retail
Services, financial institutions, reliable products



Gillette



LinkedIn

P&G

PayPal

BLACK

Emotional Association
Luxury, sophistication, exclusivity

Strategic Use in Retail
High-end brands, creating a minimalist
or high-tech feel



ZARA

BlackBerry



LOUIS VUITTON

RED

Emotional Association
Urgency, appetite, excitement
energy, danger

Strategic Use in Retail
Calls to action, sales banners,
impulse buys, clearance bins

Coca-Cola



NETFLIX

Canon



CNN



Sprite

GREENPEACE

Tropicana

Emotional Association
Freshness, health, balance,
growth, peace

Strategic Use in Retail
Natural, organic, eco-friendly



JOHN DEERE



PURPLE

Emotional Association
Creativity, mystery, indulgence,
spirituality, royalty (purple dye was
once rare and expensive)

Strategic Use in Retail
Products feel more valuable or
gift-worthy. Resonates with beauty,
wellness, and boutique markets



ROKU

WONKA

Cadbury

yahoo!

shōmi!

BRIGHT IDEAS

