How Signage Color Affects Customers

WeDo signs. Let's say you have a hot new promotion coming up, and you want to create high-impact signage to promote it.

You work with a creative services professional to hone the most compelling message. You select the right placement for your signage to increase visibility. And you even consider your customer demographics when selecting typography.

But you are leaving money on the table if you're not considering the psychology of color when designing signage.

According to KissMetrics, visual clues triggered by color choices can influence shoppers to spend more, recommend your brand, wait for a sale—or even walk away.

- **93% of consumers say visual appeal** is a primary purchase-driver, over sound, smell and texture
- **85% of shoppers say color** is one of the main reasons they choose to buy a particular brand
- **Color increases brand recognition by 80%**

"It doesn't really matter what your favorite color is, although you're certainly more likely to be attracted to brand images using the colors you prefer most," freelance lifestyle, fashion and tech writer Charli Radke blogged at The Huffington Post. "But it's really the subconscious emotional response and how colors are used in conjunction with one another that determines how visually appealing an image is."

Marketers who study the psychology of color say that red, orange, black and royal blue trigger impulse shoppers, while navy blue and teal shades target shoppers on a budget. Pale blue and pink attract traditional shoppers, Radke pointed out.

Put these theories in action. Work with us to make these signage options a part of your marketing strategy:

- Pop up a **red-and-black point-of-purchase display** promoting new inventory
- Hang a **navy banner** advertising a buy-one-get-one-free deal
- Dress your storefront window with a **pink poster** touting value-based product or service benefits

For your next signage project, talk to the color experts at Sir Speedy.
Contact us at sirspeedy.com.

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