

Colour Psychology
How Does It Work?

Psychological
Properties
Of Colours
The Colour Affects
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Personality Types
History Of Colour
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Personal Colour
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Residential Interiors

Corporate Consulting > Product Design

With the technological developments of recent years, manufacturers of a myriad of products can now make full use of the principle that fashion designers have long recognised: the colour of a garment (or a product) will determine its popularity, and saleability. It is now possible to produce goods in a previously unheard-of range of colours.

The problem is that, once the novelty of a vividly coloured item has made its initial impact, the consumer will not necessarily buy it, if the actual colour is not properly related to the basic proposition of the product. Simply choosing a number of different colours, chosen mainly for the brilliant performance of the technology, might catch attention but it will not increase sales. The psychology of colour will.

Colour Affects will look at all the colours most readily available for your product from the technical point of view, and put together a coherent range of colours to match the essence of the product with the psychology of its target market, and communicate the product's benefits effectively.