

Blizzard Bag 1:

Color Psychology in Retail Space

Objectives:

- Explain & Apply different color schemes to retail space.

Directions:

1. Read the following information on Color Psychology and Retail Business
2. Be able to explain what colors will work best in different businesses.

Color Psychology

Today we're going to go over some of the underlying reactions that people have to specific colors.

LIGHT & COOL COLORS

Cool colors, lighter colors and lighter shades of colors "recede" from the eye. That is, they give a feeling of airiness. If you want to make a small room look bigger, lighter colors are the way to go.

DARK & WARM COLORS

Warm colors, dark colors are the opposite: they "advance" towards the eye. You can use them to make big rooms feel cozy, but be warned that dark colors can get oppressive quickly.

BOLD & PRIMARY COLORS

Bold colors and/or primary colors tend to convey urgency and speed, which can be subtle hint to decrease meal duration.

SUBTLE COLORS

Subtle colors (think pastels) are more relaxing and encourage lingering.

BLACK

Like most colors, black has both positive and negative connotations. On one hand, it's classy, modern and authoritative. On the other, in Western cultures it's synonymous with death and evil. It's great as an accent color, and if you're clever about it, it can even step up and be the main attraction.

BLUE

Blue historically symbolizes loyalty and serenity, which are good qualities to have! But it's also an appetite suppressor, because in a food context our bodies equate blue with toxin and spoilage. Ugh!

BROWN

Brown is a neutral color that tends to be calming. Darker browns are more opulent and masculine, lighter browns are warmer and feminine.

GREEN

Green is calm, soothing, earthy and can be warming or cooling, depending on the shade.

GREY

Is it classy and timeless or dull and boring? It all depends on how you use it. Greys are very flexible neutral colors to work into a color scheme. They can class up a place or give it a calming feeling.

ORANGE

It is an appetite stimulant; warm, fun, vibrant. Darker shades can be soothing, lighter shades are loud and energetic. Earthy and autumnal.

PURPLE

Rich, luxurious and decadent. Calming. An appetite suppressor.

RED

Another one of those colors that have a number of different meanings. Red is an appetite stimulant. It can be warm, inviting, cozy, passionate and exciting. Very flexible, though almost always bold.

WHITE

Cleanliness and purity. Depending on the deco it can be dull and drab or calming and airy. White can help decrease your meal durations because it can also be glaring and oppressive.

YELLOW

Yellow is the hardest color for the human eye to process, so a little goes a long way. It's a stimulating color across the board, and tends to be associated with warmth and happiness.

GOLD

Gold has a warming influence and can help offset cold materials like stone or brighten dark materials like dark wood.

CHROME

Neutral, cold, hard and clean. Mirrored surfaces add color by reflection. Suggests modern style as well as antique style (Deco) and nostalgic (1950's)

A quote from a friend, "Before my son was born, we decided that we were going to have a space-themed room for him. The blue paint that we chose ended up being awful and didn't coat evenly after numerous attempts. For some reason, we decided to do a yellow room instead, thinking that we'd offset it with dark blue accents. Man, what a nightmare. It was absolutely obnoxious to look at, and the room glowed."

Retail Business

Understand the use of color psychology in your retail business

In establishing your business you have several tools available to you to attract customers to your store and, more importantly, to make a purchase from your store. These tools include attractive displays, music and color. Of all these, color is possibly the most important as it affects us subliminally and instinctively, without our even being aware of it.

The success of your business depends on how well you reach your target markets and how they respond to your business offers. Before decorating your store you need to determine the age range of your customers, whether they are male or female, their culture, their education level, their financial status, as well as taking into consideration the type of product or service you are selling. Are you trying to attract a buyer who is price conscious, or one who is at the upper end of the market, children, adults, or the elderly, male or female or both?

By understanding both the psychological and physiological impact of your choice of colors you can create a unified color scheme for your retail business that will have a positive effect on your customers and inspire them to visit you time and time again and to think of you first when they need your type of product or service. In other words, your customer will feel so comfortable in your store they will return on a regular basis and tell their friends about you.

What type of retail business do you have?

Artistic and creative business such as florists, gift shops and designers, should use unusual color combinations that reflect their creative flair. These may include combinations of purple and variations of purple such as plum, magenta and other pinks, pale blue, and yellow. Pleasing color combinations rather than discordant combinations are best as they are a preview of your work.

Fashion boutiques and beauty salons aimed at the female market should choose from softer feminine colors such as pastels, pinks, coral, soft blues or green, turquoise or light purple. In choosing the best colors for this type of retail business you must first take into account the target market. For the female market choose pastels and pinks, coral, turquoise or light purple. For the male market blue is always a good choice as the majority of men love all types of blue.

Men's clothing stores need to choose colors that will attract their male customers, but they also need to take into account that often it is women who do the buying for their partners, sons or fathers. Blue is a color that is attractive to the majority of people, including both genders and all age groups, so it is a good choice for these stores. Adding some red or blue to the color scheme will add energy to the blue.

Toy Stores need to attract both children and their parents or grandparents who are the buyers. Bright primary and secondary colors will attract the children, while softer colors will attract their parents and grandparents. Ensure you have a mixture of these colors throughout the store in your displays.

Restaurants, bistros, cafes, and coffee shops should use warm colors ranging from red to orange. Colors from the red range are stimulating to the appetite and encourage people to eat more. Colors from the orange range are stimulating to social communication and conversation as well as encouraging people to eat more. Orange also says 'affordable', yet good quality, depending on the variation of orange you use and the colors you combine it with. Combine with complementary colors for the best effect.

Fast food outlets work well with a combination of red, yellow and white. Yellow keeps people moving so they don't hang around too long when they finish their meal. Red stimulates their appetite and white suggests hygiene.

Upper-class restaurants can use softer versions of orange, such as peach, apricot, terracotta or coral to encourage appetite and conversation or deeper reds for elegance and appetite stimulation. Combine with some form of green, aubergine (eggplant) or cream for a stylish and elegant effect.

Hotels and bars are wise to use some form of green to encourage people to drink more. Combined with a soft muted orange to encourage conversation and social communication, this would create an atmosphere of enjoyment in which patrons would drink continuously.

Entertainment businesses need colors that exude fun and happiness. Yellow as part of your color scheme is appropriate for this type of retail business. If your business is to stimulate activity with participants then red will encourage this. If social interaction is your purpose, then orange is the best choice. Purples, mauves and pastel colors will create the right atmosphere for fantasy type businesses.

Choose combinations of colors that will send the messages you wish to convey:

Green is stimulating to thirst, so it is appropriate to use it in situations where a restaurant relies on beverages as a major part of its custom. Some green combined with a variation of either red or orange is appropriate for all food outlets. Green also helps staff tolerate a noisy environment.

Yellow is a happy and playful color but it can create anxiety. If you want your customers to be in and out quickly, and to make quick purchases, then yellow will help. Otherwise use it in small amounts as it can agitate and stress some people.

Blue will suggest you are honest and trustworthy and have a calming effect on your customers. Blue will also entice your customers to linger for longer in your store and help to retain loyal customers. It is a color favored by most people.

Red should be used in small doses in retail businesses. It can cause aggression and anger if used in large amounts so use it as an accent color to add energy, passion and excitement.

Always use complementary colors in small proportions to balance the main color you have chosen. Too much of any one color can have a different effect to the one intended. An excess of red can bring out aggression and anger, while too much green can make your customers and staff too relaxed; too much yellow can cause anxiety while too much blue can slow people down to a point of inactivity. Use the following websites for more information on the psychological and physiological meaning of each color to give your retail store an individual and unique identity.
http://www.invitinghome.com/Idias_Advice/Decorating_Colors_Effect.htm#3
<http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html>