
The Application of Color Psychology in Marketing Strategies

Color psychology concept in the marketing and branding

There is a serious ecological problem in the contemporary society that is mainly the fault of human beings. Therefore, it is important to encourage individuals to protect the environment through all means possible. I have used the packaging design of my product to pass the message of protecting our environment. Unlike other design firms which use harmful materials or things that are eye-catching but can neither be reused nor be recycled, I have designed my package using seed paper that can both be recycled and reused. The seed paper can be reused to grow crops when watered. It is appropriate for design firms to choose to protect the environment from making more profit while putting people's lives in danger(Mohebbi, 2014).

The pink and orange colors also have their unique purpose of symbolizing different smells. This gives the customers a perception that my commodity has a variety of versions with unique scents. Additionally, pink and orange colors are conspicuous and thus easily attract the attention of consumers. The pink color is also known to be the color of happiness and is at times considered as lighthearted. Happiness comes from living in a healthy environment. Pink can even resemble the much love that we have for our consumers, and that is why when offering or receiving flowers, most people usually like to use pink blossoms. The love is confirmed by offering a naturally made product to our customers.

In conclusion, color psychology is a very important concept in the marketing and branding sector. Design companies will always want to use colors that would appeal and communicate to customers in a certain unique way(Chang & Lin, 2010). In my packaging design, I have used green and sand color to resemble nature, and orange and pink color to symbolize different smells. The green and sand color will make customers realize the importance of the environment and thus take part in protecting it.

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