



What do colours communicate in media?

Some Suggested Uses for Colour in Advertising

Red symbolises: Passion, fire, love, war, violence, blood, and aggression

Suitable Uses: To motivate an individual to take action, convey a warning, stimulate the appetite or make visual images seem closer and larger.

Pink symbolises: A romantic scene, a calming influence, cute, soft and feminine.

Suitable Uses: to advertise cosmetic products , to appeal to a girlie audience

Orange symbolises: Vibrant and warm feelings, autumn, Halloween, health.

Suitable Uses: Could be used for food advertising, for a relaxing natural scene

Yellow symbolises: sunshine, caution, happiness, a cheerful mood, warmth, hope, light, energy, weakness or illness, or cowardice.

Suitable Uses: To create a mood around a product or service

Green symbolises: spring, renewal, fertility, jealousy, inexperience, health, growth and wealth

Suitable Uses Great for messages about money and growing or to create a feeling of freshness.

Blue symbolises: sky, sea, intelligence, reassurance, and trust but can also signify depression and sadness.

Suitable Uses: It can be good for creating a formal mood or a fresh or cold feeling.

Purple symbolises: creativity and mystery, romance, royalty

Suitable Uses: Good for advertising perfumes, chocolate, anything luxurious.



Website: www.leavingcertlecturedays.ie Email: info@leavingcertlecturedays.ie

Black symbolises: power, elegance, sophistication, death, evil, anger and sadness. Suitable Uses: It can be used as a background, to highlight other colours, to create a striking outline for a product like a car, and to create a powerful feeling around a product.

White symbolises: cleanliness, purity, and spirituality, life and marriage.

Suitable Uses: It is great as an accent or background colour because it makes other colours seem more vivid and bold. It is good in soap ads.

Grey symbolises: conservativeness, security, maturity and reliability, gloominess and sadness.

Suitable Uses: not often used unless to emphasise a business product.

Brown symbolises: readability and stability, the home and the earth.

Suitable Uses: certain home products like furniture.