

Dollars are Greenbacks

Quick, what color comes to mind when you think of stop, caution or purity?

How about cherry, kiwi, lemon?

How about UPS, IBM, Caterpillar?

Colors have associations.

The associations act as key teaching tools and have also become deeply rooted in our culture. Early on, we learned that red could be a warning of danger, that a purple lollipop was grape-flavored (try to imagine an orange-flavored purple lollipop) and that the Irish wear green on St. Patrick's Day.

Because of these inherent associations, color communicates. As we help our clients express their values and their message, color is always on our minds. Colors in the logo, advertising, sales collateral, website, signage and sometimes even the employee dress code are a key part of the consistent message concept that is at the core of integrated marketing communications.

Kmart recently unveiled a prototype store that will sport their new, lime-green color scheme and logo. Green symbolizes growth and nature, and the old red was too common and used by other related brands like Target.

UPS recently had the ultimate stroke of color genius. They already used brown trucks, wore brown uniforms and shipped brown packages—kind of a common law color marriage. But by officially claiming the entire color, a color no one else really uses anyway, UPS has associated itself with the character of brown. It's not flashy, just dependable. It's not expensive, just a solid economic choice.

There are many other examples of the successful use of color, and it does not matter whether your company sells to consumers or to businesses—color communicates! We'll help you use it wisely.

