



a **DELUXE™** company

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## WHITE PAPER

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# What Colours Will Work Best With Your Brand and Position?

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Make Sure Your Business Colours Create  
The Right Perception Of Your Company

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## Use Colour To Help Define Your Brand Position

No one will be shocked to read that colours have a big impact on both the brain and the body. The right colours will support the positive image and brand positioning that you are trying to develop and the wrong colours will create a perception of your business that will not match your position.

You also need to keep in mind that depending upon your target audience, the colours you choose might have different meanings. An example is that black and orange are great colours for the Harley-Davidson brand of motorcycles but would make poor colour choices for products selling health, or summer fun as an example.

We always recommend working with a professional designer to help you make important choices like picking the right colours for your logo. The **NEBS** Design Team—Canada's largest—has helped thousands of customers with colour choices.

## Consider The General Meaning Of Common Colours In Your Business Logo

- **Dark Red** – passion, vigor, leadership, courage and excitement but also rage, anger, wrath and danger.
- **Light Red** – joy, sensitivity, love
- **Pink** – romance, love, friendship but also feminine qualities
- **Brown** – stability, longevity and reliability but also masculine qualities
- **Orange** – vibrant, heat, harvest, strength, desire but also can mean deceit and distrust
- **Gold** – prestige, illumination, wisdom, high quality
- **Yellow** – warm, happy, relaxed, freshness but can also represent caution, decay and jealousy
- **Green** – nature, health, plenty, calm, growing, safety, free passage but also can mean ambition, greed and envy
- **Light Blue** – health, tranquility, healing, softness and understanding
- **Dark Blue** – knowledge, power, integrity, peace but can also mean seriousness
- **Purple** – romance, royalty, wise but can also mean gloomy and sad
- **White** – light, goodness, innocence, clean but can also mean sterile and purity
- **Black** – power, elegance and mystery but can also mean evil, death, formality and secretive.

## Design Professionals Are Trained To Help With Your Colour

**NEBS** has Canada's largest Design Team trained to help you choose the colour that best fits your brand position.Δ