

DYK
DID YOU KNOW SERIES

THINK IN
COLOR

USING COLOR TO
IGNITE EMOTIONS

INTERNATIONAL  PAPER

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DID YOU KNOW?

THE IMPORTANCE OF COLOR

Color has a powerful effect on moods. With the ability to convey information nonverbally, the potential for creating impactful work with colorful media is endless. According to research by the University of Winnipeg¹, color can influence decisions by as much as 90%. From the happiness that yellow inspires to the excitement of a vibrant red and the peace of a cool blue, color has a major impact on the way we communicate — without even saying a word.

STRIKE A MOOD

Our moods can shift wildly based on the colors around us. A University of Leeds study² found that the color red elevates blood pressure, while blue lowers it. Pastels, which are soft, light, and slightly muted, have a calming effect as well. They radiate sophistication while bringing up

thoughts of the spring season and blossoming flowers. When combined with bold shapes, pastel has the power to leap off the page and inspire excitement. Black ink printed on a pastel sheet of paper can create a bold and memorable statement and is an economical alternative to printing in color.

Using colored media for printing sets businesses up for success. It captures viewers' attention while fostering memory, allowing the company to be more recognizable to consumers and onlookers. Here's how powerful color can be for a brand.



STIMULATES THE BRAIN

Color can make or break a piece of art, brand logo or ad campaign. Choosing the right hues can inspire onlookers — and even lead them to buy from a new business. A study conducted by the University of Loyola found that color influences 85% of shoppers' purchase decisions.³ This is because of its deep associations with human memory.



INCREASES MEMORY

Color and memory go hand-in-hand. According to the National Institutes of Health (NIH)⁴, color is a significant information channel to human thought and has a dramatic effect on our ability to remember objects and events in our lives. Using vibrant media can help audiences get to know you and your style better while developing a lasting memory of your work.



ACHIEVES BRAND RECOGNITION

When viewers remember you, it naturally increases company awareness. In fact, colors can increase brand recognition up to 80%.⁵ Shut your eyes and think of iconic labels you know best — think of the color of the cups at your favorite coffee shop or the logo of your local grocery store and other branding you see every day. You remember the colors and how they make you feel.

Color plays a pivotal role in the human experience. It inspires a variety of different moods, helps people remember and even has the ability to sway decisions. For your next project, rebrand or ad campaign, consider using colored media to help express the core of your brand to foster a deeper connection and sense of recognition with your audience.



GET INSPIRED

For high-quality, vibrant prints, we recommend Springhill® Colors, Covers and Bristols. Browse a selection of different Springhill shades on Amazon.

SOURCES

¹ <https://ion.uwinnipeg.ca/~ssingh5/x/color.pdf>

² http://stephenwestland.co.uk/pdf/lee_westland_AIC2015.pdf

³ https://www.tourolaw.edu/lawreview/uploads/pdfs/27_2/9.pdf

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3743993/#:~:text=Colour%20has%20been%20found%20to,our%20attentional%20level%20and%20arousal.&text=They%20reported%20that%20participants'%20recognition,%3D%2047.0%2C%20P%20%3C%200.0001>

⁵ <https://www.colorcom.com/research/why-color-matters>