

Научно-исследовательская работа

Английский язык помогает...

THE INFLUENCE OF COLOUR ON ITS PERCEPTION

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Introduction

It is well known fact that colours have an enormous influence on people's mood and motivation. I am going to find out some ideas about colour perception in marketing. Project topic is relevant as all of the business owners are intended to commence a lucrative concern. Scientists say that 93% of buyers purchase an item because of its appearance and 84.7% of buyers consider a colour as a main factor to purchase an item. I have collected this information from different English-language websites with ample evidences of academic sources that is why the project is performed in English.

The body

I. Colour theory

In the beginning we need to acquaint with the main rules of colour matching.

1. Complimentary colours.

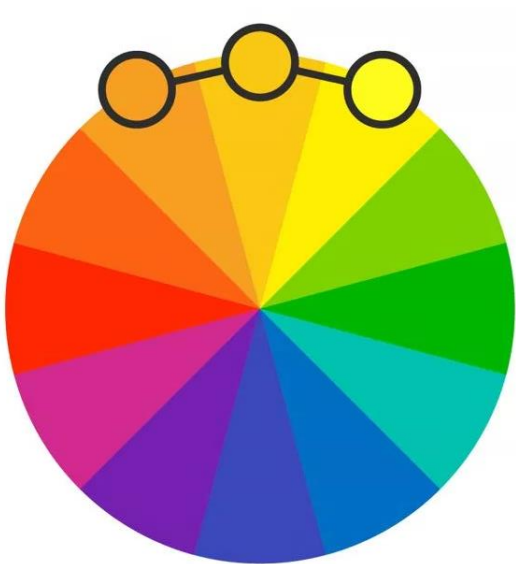
There are only two possible colours in this concept. They are located in front of each other in the colour wheel. Opposites are raising interest of people but it is better to make one colour more dominant otherwise, the picture will raise irritation not the interest.



Pic.1.Complimentary colours

2. Analogous colours

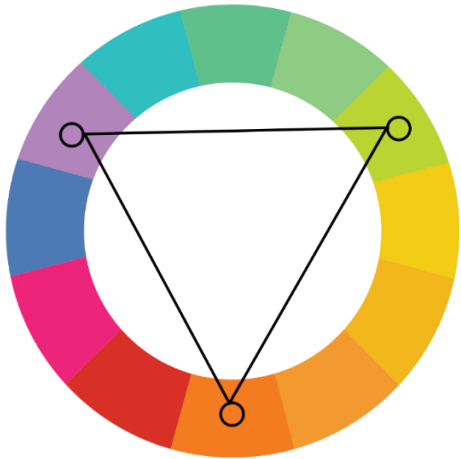
There are a lot of colours that may be used but all of them need to be from one shade. It expresses the sense of composure and awareness.



Pic.2. Analogous colours

3. Triadic colours

Two cool colours and one warm or two warm colours and one cool can be used in this concept. The main idea of it is that all of the using colours draw a triangle between each other.



Pic.3. Triadic colours

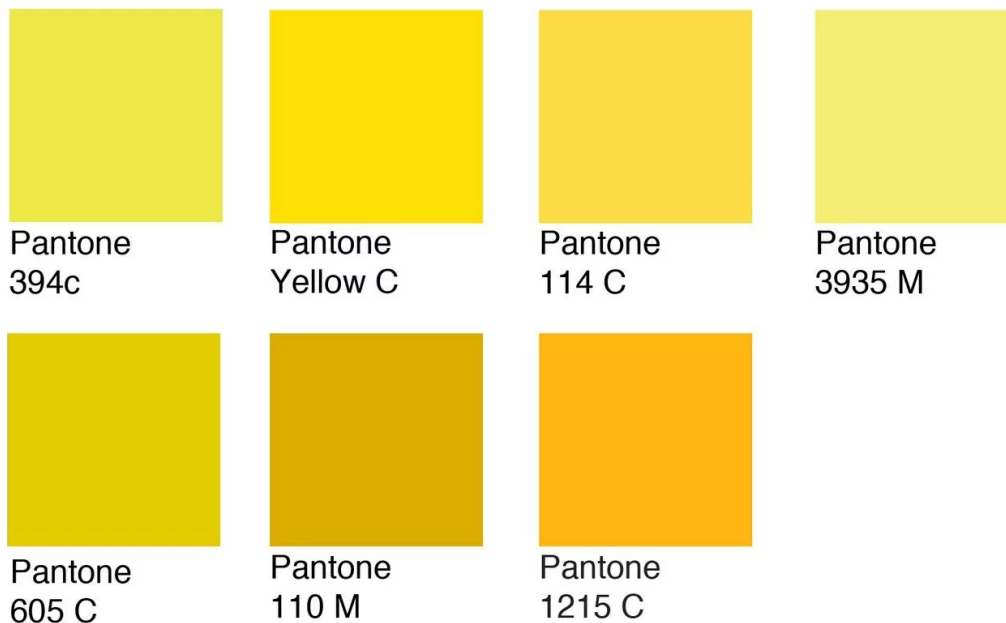
It is well known that each colour has personal definition. It is also depends on a country culture but I will give a worldwide definitions without cultural reliance.

There are three main colours in our world: yellow, red and blue. It is because people cannot earn them from mixing of other colours.

1. Yellow

People associate yellow with Sun, summer smile. It is true unless yellow is saturated. In this case yellow cause a sense of anxiety, sickness and depression.

Yellow is inviting colour, so worldwide brands use it to attract more customers.



Pic.4.The shades of yellow

2.Red

Red is the most noticeable colour. Red marks are usually more memorable and using for discounts. The positive meaning of red is domination and passion. The negative one is danger, aggression or pain. Red color rise the sense of hunger and usually use for fast food. Sometimes it uses for health-centres and reminds people to take care of their health.



Pic.5.The shades of red

3.Blue

Blue means intelligence, calmness and peace. On the other hand, someone may defines it as a depression and sad colour. In spite of it, blue is the most preferred colour by all buyers.



Pic.6.The shades of blue

4. Violet

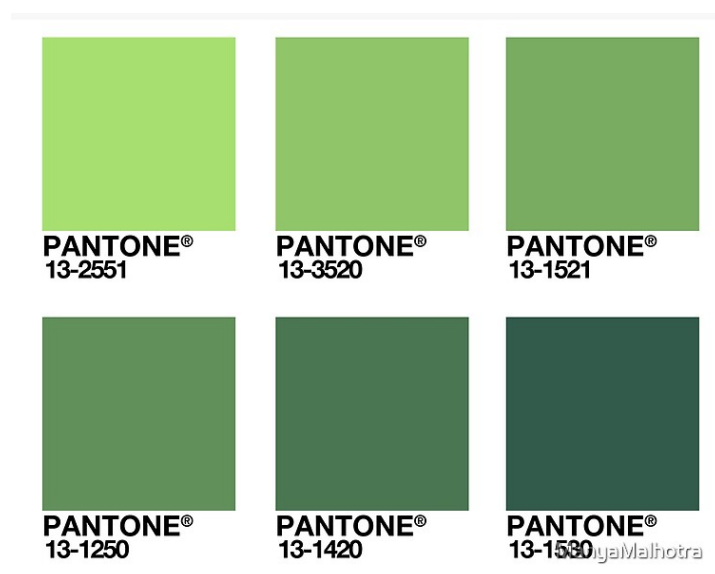
Violet means royalty, truthiness and energy. Only members of royal families wore violet in Middle Ages. However, some people used to define violet as a colour of sadness and introversion



Pic.7. The shades of violet

5. Green

Green means harmony and usually used for eco-friendly companies or themes. This colour may rise a calmness, as it is associated with forests and nature.



Pic.8. The shades of green

6.White

White symbolises cleanliness and purity. It is common to use it on background because it will highlight the object.

7.Black

Black associated with domination, stability and elegance. On the other side it can mean fear and evil.

II. Example

It is important to prove the theory. Let's provide an imaginary business company that is based on candles making. Here are examples of brand logotype:



Pic.9 Logotype example

It is mostly created in formal style as the print is almost calligraphic. Also words «Handmade» and «Candles» are a good feature as they give people short information about brand. As for colours, white for background helps to highlight a title so it is not mixing with background. Black symbolizes elegance, what is important, because customers may associate it with aesthetic and simplicity. The accent is made on burgundy colour. It is a dark shade of red, so it means warmth and coziness, which may be simply associated with candles.

The logotype is suitable for candles based brand because it is associating with warmth and elegance. Dark red accent makes it unique and memorable.

III. How to create your own logotype?

1. Create a brand name

It is the less hard thing in business. Usually business owners create something connected with their brand's field or something memorable for them. For example, their mother's name, their nickname or even a pet's name. Also it is common to use a surname.

2. Work with colour

It will be better to choose a brand's colour theme because brand's site will look completed and aesthetic.

3. Download an app

There are a plenty of designing apps that will allow you to create your own logotype.

4. Templates

One useful advise for beginners. It is better to use templates from designing apps because it will introduce you a high quality and modern logotype.

Conclusion

To conclude, my project has approved an importance of colour in marketing. Customers primarily pay attention on colour of brand so it is one of the reasons of a brand success. This project will be useful in my future because I am going to work in marketing field that is why I put almost all information about colours definitions in the project. The information also may be useful for the beginners and for advanced business owners.

Sources

1. [\(55\) Marketing Color Psychology: What Do Colors Mean and How Do They Affect Consumers? - YouTube](#)
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3. [Как использовать психологию цветов при маркетинге \(smallbiztrends.com\)](#)
4. [Основы теории цвета: цветовой круг и поиск дополнительных цветов - значения цветов \(color-meanings.com\)](#)
5. Colours examples: [PANTONE® USA | Color Solutions, Trends, Guides & Tools](#)