

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Marketing with color

Use color to brand your print and online communications

Used correctly, color can be one of the most powerful tools available to project a memorable, consistent image through all of your print and online marketing.

But, used incorrectly, color can dilute your brand and make your message harder to read. Here are some ways you can profit from color.

A single text element set in color on a page attracts attention far out of proportion to its size.

If the headlines and subheads on this page were also set in color, the logo would lose a great deal of its impact.

Logo courtesy
www.adagioartglass.com

Color accuracy

Always *assign*, rather than *pick*, colors.

Colors viewed on your computer monitor often look different when printed. This is partly because your eyes perceive *projected* colors differently than colors *reflected* off a printed page.

Your monitor's make, model, and age can also reduce color accuracy. Room lighting also plays a role.

For best results, assign colors by referring to printed *specimen books* which permit you to accurately select colors based on where your customers and prospects will encounter your message:

- **RGB.** Base your color choices on the red, green, and blue color model when designing for the web or for printing on color ink-jet or laser desktop printers.
- **CYMK.** Choose your colors from the CYMK model—cyan, yellow, magenta, and black—when designing projects to be taken to commercial printers for quality duplication in large quantities.

Use printed color specimen books, such as those licensed by the Pantone Color Matching System. Recommended titles include Jim Krause's *Color Index: Over 1100 Color Combinations* and Rockport Press's extensive *Color Harmony series*.

Less is more

Limit the number of colors you use in your print and online communications. Base your marketing communications on two or three key colors used over and over again with black.

A *palette* refers to a few, carefully chosen colors that, together, project a unique and desired image. Once select-

*A few
carefully
chosen colors
can effectively
"brand" your
firm*

ed, you can share palettes from program to program and document to document.

The fewer the number of colors you choose, the more likely the colors will become associated with your firm. Used with restraint, your colors become the visual equivalent of your signature or your photograph.

Image

Most specimen books display color palettes, along with the RGB and CYMK values used to create them—organized by the image, or emotional response, they arouse. Choices include:

- Basic
- Sophisticated
- Rich
- Affordable
- High-tech
- Outdoors/nature
- Cool
- Hot
- Quiet
- Active
- Professional
- Romantic

Tints

Tints add design flexibility without weakening the “identity factor” created by using the same limited color palette on all of your marketing materials.

Tint refers to colors printed at less than full strength, or 100% saturation. Tints range from 10% (very light) to 80%—or higher—saturation. Light tinted backgrounds permit you to draw attention to text elements like sidebars or a newsletter’s table of contents.



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Concentrate colors

Avoid scattering color throughout your publications. Instead, limit colors to a few large, key areas. Color loses impact when applied to thin lines, small type, or end-of-story symbols.

- Instead of setting titles or newsletter nameplates in colored text, for example, reverse the titles out of a colored background.
- When setting body copy text in color, set the text in a bold and/or increase its size by one-half, or a full point.
- When setting text in color, use dark colors instead of light colors.
- Sans serif text set in color is often easier to read than colored serif text.

Money saving tip

Print “blank” newsletters with colored accents, like logos, for several months at a time. Then, you only need one-color printing each month.

Conclusion

Color is too important to be randomly chosen or improperly used. Leverage your marketing investment by using limited color palette throughout all of your marketing communications.

For more information

Questions about marketing? Call Roger AT 603-742-9673 to schedule a free, 30-minute introductory telephone consultation.