

PATIENTS TO PROFITS

Thinking Outside the Exam Room



How Color Impacts Your Clients

Color and Consumer

Color is one of the most powerful methods of design. However, it is not entirely universal. Colors that entice in North America are different from those that entice in India. Below are colors that affect North American online shoppers.



YELLOW

OPTIMISTIC AND YOUTHFUL
OFTEN USED TO GRAB ATTENTION OF WINDOW SHOPPERS



RED

ENERGY
INCREASES HEART RATE
CREATES URGENCY
OFTEN SEEN IN CLEARANCE SALES



BLUE

CREATES THE SENSATIONAL OF TRUST AND SECURITY
OFTEN SEEN WITH BANKS AND BUSINESSES



GREEN

ASSOCIATED WITH WEALTHY
THE EASIEST COLOR FOR THE EYES TO PROCESS
USED TO RELAX IN STORES



ORANGE

AGGRESSIVE
CREATES A CALL TO ACTION:
SUBSCRIBE, BUY, OR SELL



PINK

ROMANTIC AND FEMININE
USED TO MARKET PRODUCTS TO WOMAN AND YOUNG GIRLS



BLACK

POWERFUL AND SLEEK
USED TO MARKET LUXURY PRODUCTS



PURPLE

IS USED TO SOOTHE & CALM
OFTEN SEEN IN BEAUTY OR ANTI-AGING PRODUCTS



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