

# Get Your Business Booming with

# COLOR



The amount of time it takes to make the decision to read or reject pamphlets or direct mail pieces.

Color gains readership by **80%\***

The likelihood of someone reading a mailer in color increases by **55%\***

Color makes an impression that is **39% more memorable.\***

\*Research collected by Xerox. Source: saurageresearch.com.

## Explosive meanings. Powerful feelings.

**RED** – passion, power, energy, danger, intensity, strength

**ORANGE** – creativity, enthusiasm, energy, vigor, healing, balance

**YELLOW** – happiness, optimism, enlightenment, idealism, hope

**GREEN** – life, health, growth, renewal, calm, freshness

**BLUE** – serenity, positivity, loyalty, trustworthiness, stability

**PURPLE** – royalty, spirituality, luxury, wisdom, ceremony

**PINK** – optimism, calm, nurture, love, softness

**WHITE** – purity, cleanliness, innocence, simplicity

Color increases readers' attention spans and recall by

**82 percent\***

Color increases comprehension by

**73 percent\***

Color helps increase sales by

**80 percent\***

Get

**DYNAMITE**

results with colored paper!

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COLORED PAPERS  
BY APPVION

*Papers with a BANG!*

Source: Top 10 Ways to Communicate Using Color, Bri Dold, Artistik Magazine, Spring 2011.