

# BRANDING

COLOR PLAYS A LARGE ROLE  
IN SALES STRATEGY  
EMOTIONAL AND RATIONAL



COLOR ASSOCIATION

eg red & yellow = unconsciously cheap

see logos / promo retail chains

*I love to create, inspire, share & teach*  
Clem

A COMPANY SHOULD CHOOSE IT'S

'BRANDING' COLORS WELL

(pre-study emotions / product)

AND USE IT CONSISTENT IN ALL COMMUNICATION

newsletters, promos, facebook, logos, ...

AFTER WAY OF TIME = ASSOCIATION = RECOGNITION



WWW.(REYARTE).BE

(LEMY ROELANDT

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