

BEE BETTER DAILY

Color Psychology for Makers

How color affects buyers, plus 20 ready palettes

beebetterdaily.com



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Color Psychology for Makers

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INTRODUCTION

Color changes how people feel about what you make, and how quickly they understand it. This book explains the basics without jargon, shows how to build a palette that works, and gives you 20 ready-made palettes with hex codes you can use today. It is written for makers, shop owners and small businesses: people who choose their own colors and want to choose them well. You do not need design training. You need a few clear ideas, a habit of testing, and the patience to keep a palette consistent.

HOW TO USE THIS BOOK

Get the most from it

Read one chapter at a time, and stop to do the action steps before moving on. Each chapter begins with what you will learn and ends with key takeaways and a short list of actions. Worksheets are meant to be written on: print the pages, or type your answers into a separate document.

You do not have to read in order. If you already know the basics, jump to the chapter that matches your next decision. Examples are illustrative and use made-up numbers and businesses, so adapt them to your own situation.

Treat the book as a working document. Highlight, annotate and come back to it when you are about to make the next decision.

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CHAPTER

01

Color is a signal, not a rule

IN THIS CHAPTER

- Why there is no single best-selling color
- How color works through association, contrast and context
- How to use this book

People often ask which color sells best. There is no single answer. Color works through association, contrast and context, and associations vary by culture, age, industry and even the moment. What you can rely on is this: color helps people notice things, understand categories and form a quick impression.

A bakery that looks like a bank confuses visitors. A bank that looks like a bakery loses trust. The goal is a fit between your color and what you offer, and a difference between your color and what competitors use. Fit makes you understandable. Difference makes you memorable.

Three jobs color does

- It gets attention: bright, high-contrast colors are noticed first
- It organizes: color groups related things and separates unrelated ones
- It sets mood: warm, cool, soft and bold colors change how a space feels

What color cannot do

Color cannot rescue a weak product, a confusing message or a poor experience. It also cannot guarantee a result. A study that shows one button color beating another on one website does not mean the same color will win on yours. Treat research as a source of ideas to test, not as law.

EXAMPLE: SAME COLOR, DIFFERENT MEANING

Red on a fire truck means urgency. Red on a restaurant menu stimulates appetite. Red on a bank statement means a warning. Red on a wedding dress in some cultures means celebration. The color is identical; the context changes everything.

KEEP IN MIND

Treat every association in this book as a starting point to test, not a law. Look at what your customers respond to.

KEY TAKEAWAYS

- Color signals through association, contrast and context
- Aim for fit with your category and difference from competitors
- Test ideas on your own customers

ACTION STEPS

- [] Write three words for how your work should feel
- [] List the colors your three closest competitors use
- [] Circle one color you could own in your category