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## **IMPORTANCE OF COLORS IN BUILDING A STRONG BRAND**

Color attracts almost flawlessly. Even without referring to advertising, if we take the efficiency of perception in black and white in 100%, the perception of two-color images increases by 20%, and multicolored - by 40%.

Color significantly affects the psycho-intellectual state of people because it causes psychological reactions (stress quality, mood, create a warm or cold environment, reflects the seasons of the year); has physiological consequences, both positive and negative optical stimuli; and affects feelings of the individual.

Between the color decision of advertising and natural human perception there is a definite relationship. It is well established that each color is a subliminal association. Color can attract and repel, instill a sense of calm and comfort, soothe or disturb. Therefore, references to a given object can generate association with a particular color. The opposite is true: the perception of a particular color may occur similar to a particular object.

Despite the fact that the modern consumer has become more sophisticated in the colors, the main color preferences of the vast majority of people are universal.

For instance, the red color is warm, lively, restless and annoying symbol of danger and the ban shows active attitude and creates excessive tension. It activates the cardiovascular system and accelerates the rhythm of breathing. The red color is often chosen by emotional and amorous people. It is widely used in advertising of cosmetics and perfumes, but because of its aggressiveness is not always suitable for the promotion of products aimed at the older generation. The purple color is perceived as a refined, pretentious and commanding, while pastel colors purple hue indicate separateness and isolation, and with a purple color fullness and richness is associated.

The combination of white and black leads to grey emphasizing balance. Grey is the attribute of solidity, sobriety, and nobility.

A largely successful selection of a visual image depends on coordinated and calculated accurately match colors.

Specificity of high-quality goods and luxuries better emphasizes a combination of black and red or golden.

Freshness is expressed by cool colors: yellow, blue or green. Green color is often used in trademarks of dairy products, blue - for seafood, brown - for ceramics, bright blue - for jewelry. According to the degree of deterioration of perception, color combinations are arranged in a specific order. For example, a mixture of blue and green evokes a feeling of uncertainty and anxiety.

Psycho-physiological effects of color depend not only on the light because color is looking completely different at different times of day, but also at distance and direction of the impact of color. Essential for creating the right atmosphere in the perception of the advertised product is the color temperature, which also has a psychological impact on the consumer.