

# **Color Psychology in Packaging**

**A Guide by Tempo Flexible Packaging**



**Packaging is more than just a container** – when leveraged correctly, it becomes a powerful tool that influences consumer behavior, evokes emotions, and communicates your brand’s message. Understanding color psychology is crucial for designing packaging that not only stands out on shelf but also resonates with your target audience.

This guide will walk you through the fundamentals of color psychology, how to apply it effectively in your packaging design, and how we can help your packaging achieve the perfect look and feel.



For over 50 years, Tempo has partnered with manufacturers across diverse industries – from pet food to lawn and garden to confectionary - helping them bring their products to market and their brands to life through the power of flexographic (‘flexo’) printing. Our mission is to align with like-minded partners delivering customized solutions, one client, one brand, and one flexible package at a time.

## So, what is color psychology?

Color psychology is the study of how colors influence perceptions and behaviors. Different colors can create different emotions and reactions, making it important to correctly choose the right colors for your packaging – ensuring that they align with your brand identity and will appeal to your target market.

After all, you could have designed the most beautiful artwork for your packaging, but if it doesn’t make the right connection with the desired consumer on store shelves, your sales numbers might be a bit disappointing.

# Key Color Associations



## RED

**Emotions:** Excitement, love, energy, and passion.

**Applications:** With the power to grab attention and stimulate appetite, red is unsurprisingly a popular choice for food packaging. It can also be helpful in creating a sense of urgency, making it valuable for use in sales and promotional materials.

## BLUE

**Emotions:** Trust, reliability, calmness, and professionalism.

**Applications:** Blue is commonly used in corporate and healthcare sectors due to its association with trust and reliability. It can also evoke a sense of calm and peace, making it suitable to use on packaging for wellness products.



# Key Color Associations



## YELLOW

**Emotions:** Happiness, optimism, warmth, and caution.

**Applications:** Looking to be a bright and cheerful spot on the shelf? Yellow is the ideal color for this. It can be used for products with a youthful appeal or those that want to convey a sense of fun and positivity.

## ORANGE

**Emotions:** Creativity, enthusiasm, confidence, and friendliness.

**Applications:** Orange is often used for fun, adventurous brands and products. It evokes a sense of enthusiasm and creativity, making it a good choice for youth-oriented products and those that aim to stand out as energetic and vibrant.



# Key Color Associations



## GREEN

**Emotions:** Nature, health, tranquility, and growth.

**Applications:** Green is ideal for products related to health, wellness, and the environment. It conveys a sense of natural and organic qualities, making it perfect for eco-friendly products.

## PURPLE

**Emotions:** Creativity, imagination, and wisdom.

**Applications:** Purple is suitable for products that are whimsical or artistic. Often, it is used with products that want to give an impression of wealth or individuality.



# Key Color Associations



## BLACK

**Emotions:** Sophistication, elegance, power, and mystery.

**Applications:** Black is popular for high-end and luxury products due to its association with elegance and exceptional quality.

## WHITE

**Emotions:** Honesty, simplicity, cleanliness, modernity.

**Applications:** White is often used for minimalist packaging – typically seen with products in the beauty, medical, and technology spaces. It conveys a sharp sense of innovation.



# How does high quality printing help your package stand out?

We know how important colors are to your brand identity and how crucial protecting color consistency is. If your brand colors are even slightly off, your customers may not reach for your brand on store shelves. Consistency is key when it comes to your brand colors being recognized by customers. Ensuring that your colors are the same on every print run is crucial.

Tempo boasts industry leading color printing practices and technology that not only ensure your brand colors are kept consistent, but they bright and vibrant – true to life. With our industry-leading printing department, Tempo is recognized as a preferred printing partner by many of North America's top retailers. This means that we're trusted to help the packages of some of the biggest brands practically jump off the shelves across Canada and the US.

Colors not only help brands and packaging stand out to consumers, but can have an impact on how they feel. After putting time and effort into the look and feel of your packaging artwork, protecting the colors and emotions you want your customers to experience is of the utmost importance. Partnering with a world-class flexibles manufacturer like Tempo is key. We have the printing capabilities and quality control your packaging deserves to ensure that your customers feel exactly how your brand is designed to make them feel – every time.

## Looking to see our work in action? Connect with us for a sample kit.

[tempoflexiblepackaging.com](http://tempoflexiblepackaging.com)  
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