



Choosing the right color palette for your brand can be vital to your success. Image Source: Flickr user [peace6x](#)

Color is all around us. It is part of virtually everything we see, informing our experiences day in and day out in. And on January 20, 2017, the politicians in Washington D.C. wanted to inform your experience of them. Trump in his red tie, Obama with his in blue, Hillary, Ivanka, and Tiffany in white, Michelle in crimson, and, of course, Melania in her sky blue. These colors weren't accidents, but deliberate choices driven in part by the desire to shape public perception using color psychology.

"Colors and brands are very important [for all politicians]," says Dr. Dong Shen, professor of Fashion Merchandising and Design at California State University.<sup>1</sup> Shen explains that the inaugural color choices, particularly for the women, were designed to tap into our shared sense of meaning, one that goes beyond red for Republican, blue for Democrat. Melania's blue, she believes, symbolizes loyalty and trust, while Michelle's red reflects fire, passion, and sensitivity, although her choice of a more subdued crimson shade signals that she is no longer center stage. Purity was the message sent by Ivanka and Tiffany's whites while Hillary's was one of healing. Through their respective shades, these women invited us to see them in particular ways, introducing (or re-introducing) us to their "brands" and sending us messages about their values and identities.

Clothing, however, can be changed. If you make a misstep you can just try something new next time. Choosing the right color to introduce a product brand is a far more complex operation, which is why companies go to great lengths to select appropriate color palettes for their brands. "Color is one of

the biggest factors that marketers and designers take into account,” says Rose Leadem of Entrepreneur. <sup>2</sup> Color allows you to speak for your product without saying a word, offering a way of instantly “conveying meaning and message” to connect to consumers on a deeply visceral level.<sup>3</sup> And deploying color psychology is no easy task; as Leadem explains, “Perception of color can change based on a person’s age, gender, personality, income, and other factors, which means marketers must understand who their target audience is and how they wish the brand to be perceived.” This often means countless hours of research, design work, and testing in order to come up with the right shades.

But choosing the perfect color palette for your brand is only the first step. The colors chosen must be reproduced exactly again and again in order to create a cohesive brand identity and fortify that identity through repeated exposure to consumers. Spectrophotometric color measurement is a vital part of that process, ensuring perfect color matching regardless of the material with which you are working.

### **The Importance of Reproduction**

Color is widely recognized as the most important aspect of a product’s branding materials, as it is the one that is most readily remembered by consumers and [instrumental in guiding consumer perception](#). Iconic brands have perfected this art by creating a strong color scheme. They do this by exposing the public to that scheme again and again and again, until the colors and brands become interchangeable. McDonald’s, Coca-Cola, and Tiffany & Co. have all been wildly successful in this endeavor and can be identified based on color alone in the same way we can identify a Louboutin shoe by its red sole. The colors themselves have become icons, standing in for the brand as a whole – it’s not just red, it’s Coca-Cola red. It’s not just robin’s egg blue, it’s Tiffany blue. Recognizability, then, depends on exact color reproduction to cement the relationship between the product and color in the minds of both current and potential customers. In order to strengthen that connection and encourage instant identification, your chosen shade must be represented each and every time the consumer encounters your product regardless of what form that encounter takes, whether it’s on product labeling and packaging, advertising, or signage.

Spectrophotometric color measurements gives you the highest level of insight into color behavior, allowing you to match color and appearance in disparate media. Image Source: Flickr user [SoxFanInSD](#)

### **Creating Color Consistency**

Historically, color consistency has primarily been evaluated via visual inspection. However, the human eye is inherently a subjective evaluator, prone to inaccuracies that compromise the ability to maintain truly consistent color. Spectrophotometers, however, offer a sophisticated, objective way of capturing color information without the vulnerabilities inherent to the human eye. As such,

companies across industries rely on spectrophotometric instrumentation to monitor color behavior throughout the production process, ensuring batch-to-batch and lot-to-lot consistency.

But what is truly remarkable about spectrophotometers for the purpose of branding isn't just that they measure color in one type of material. Rather, spectrophotometers are capable of [measuring color and appearance](#) in all material forms, allowing you to create color consistency across media with disparate optical properties. From flat, matte papers to translucent plastic films, spectrophotometers offer [a range of optical geometries](#) to ensure you have the ability to analyze color quality and product appearance across your entire product line and throughout your packaging and marketing materials. Sophisticated software packages like [Easymatch QC](#) facilitate this process, giving you the data you need to produce exact color matches and instantly alerting you to unwanted variations. As a result, you are easily able to quarantine any defective product that may compromise your color/brand strategy and prevent its release into the marketplace.

### **The HunterLab Difference**

HunterLab has been a pioneer in the field of color measurement for over 60 years. Throughout that time, our advanced technologies have helped our customers create and solidify their brand identities through smart and consistent use of color. Today, we offer a [comprehensive range of spectrophotometers](#) capable of analyzing virtually any material performing in even the most challenging conditions. [Contact us](#) to learn more about our renowned instruments, customizable software packages, and world-class customer support services.

1. "The Color Psychology Behind Inauguration Fashion", January 21, 2017, <http://www.abc10.com/news/local/the-psychology-behind-behind-inauguration-fashion/389407249>
2. "The Role of Color in Branding", December 10, 2016, <https://www.entrepreneur.com/article/286324>
3. "Color & Branding", 2012, <https://www.colormatters.com/color-and-marketing/color-and-branding>