

HOW COLOURS IMPACT ON YOUR TARGET GROUP

HCG
CORPORATE
DESIGNS

Colours play an important role in your corporate design concept as they help creating a visual identity and positioning you in the market. Here you get a brief overview of how colours impact on human beings. Please consider, that all colours have different impacts depending on how they are mixed with other colours or made lighter or darker with black and white. Besides that, colours have different meanings in different cultures!

COLOURS

RED



aggression, anger, conspicuousness, strength, dynamics, activity, vitality, vital power, sexuality, alert colour, rise of blood pressure and pulse, makes reactions quicker

BLUE



calming down, trust, safety, desire, clarity, depth, control, fall of blood pressure and pulse, unlimited dimensions (dark blue = far away, light blue = near)

PURPLE



magic, mysticism & religion, sensuality, power, deception, spirituality, creativity, individuality, mental balance, works against fears and compulsions, depresses hunger

PINK



the weak, the childish, femaleness, the sweet, delicacy, the soft, tenderness, romance

YELLOW



jealousy, alert colour (attention, danger!), stimulation, the whipping up, happiness, intelligence, memory, self confidence, optimism, warmth (sun!), liveliness, activates the lymphatic system, energy boost for muscles.

GREEN



live, healing (but also poison!), relaxation, rest, balance, nature, environment, youth, growth, calming heart and muscles, intensifies and relaxes breathing

ORANGE



the cheap, the shabby, plastic and fake, the modern, conspicuousness, opens and emotionalises, works against depressions, boosts immune and digestive system. Attention: Orange is one of the most delicate colours for a corporate design, even though it has become more popular over the past years. In any case, the exact orange tone is crucial!

BROWN



earth, dirt, ugliness, poverty, smugness, stupidity, stability & safety, comfort, everyday life. Attention: Brown is a very delicate colour for a corporate design.

BLACK



death, depth, eternity, depression, the void, grief, sorrow, silence, passivity, elegance and style, prestige, exclusivity (= exclusion of the sum of all parts. All colours summed up equals white, the opposite - the exclusion of all colours - equals black.), power, strength, technique

WHITE



purity and cleanliness, innocence, wisdom, truth, perfection, eternity, peace, cold, sports

GREY



depression, loneliness, boredom, mediocrity, unfriendliness, vice, age, independence, theory

SILVER

metal, money, cold, elegance, softness, femaleness, rapid but always secondary
Attention: A real looking silver tone cannot be realised with ordinary CMYK colours, it would appear as grey. If you intend to include the colour silver into your corporate design, you have to work with spot colours (i.e. Pantone) that cost extra money.

GOLD

success, wealth, the expensive, luxury, pride, abundance, infatuation, the eternal
Attention: A real looking gold tone cannot be realised with ordinary CMYK colours, it would appear as yellow or ochre. If you intend to include the colour gold into your corporate design, you have to work with spot colours (i.e. Pantone) that cost extra money.

COLOUR COMBINATIONS

WHITE WEAKENS OTHER COLOURS

Example red and white: The aggressive red mixed with the weakening white results in pink that relaxes muscles and stands for warmth, careing, the soft and weak and innocent love.

Example blue and white: The eternal blue mixed with the weakening white results in light blue and thus makes the far away look nearer. Everything light blue looks near and in reach.

BLACK INTENSIFIES OTHER COLOURS

Example red and black: The aggressive red mixed with the intensifying black creates a colour associated with anger and stands for the devil for instance. On the other hand, a mix of red and black (= dark red) looks elegant and extravagant.

Example blue and black: The eternal blue mixed with the intensifying black creates dark blue and looks far away such as a dark night sky for instance.

red and yellow
relation 6:1
aggression



red and yellow
relation 2:1
heat



red and yellow
relation 3:2
joy of living (*more yellow = more joy*)



pink and brown
relation 1:4
cosiness



pink and purple
relation 1:1
vanity



grey and brown
relation 2:1
the old



grey and brown
relation 5:3
boredom



grey and brown
relation 1:1
mediocrity



red and blue
relation 2:1
the attractive



red and blue
relation 1:2
sportiness



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ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT

