Psychological Implications of Colors in Printing and Packaging

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ABSTRACT
Color is ubiquitous in the whole universe. In nature omnipresence of color can be observed in all aspects of life. Colors are the crucial components from design perspective in printing and packaging. The entire printing and packaging industry without color is almost unimaginative. Color reflects the purpose and intention of any design. Therefore a graphic designer must have professional relationship with color in order to deal with the intense emotional feeling of the peoples. So it becomes inevitable to make selection of right color for right product in order to differentiate it from others. To achieve this goal understanding color psychology becomes essential. Therefore colors are an important aspect of non-verbal communication for printing as well as packaging industry for conveying information. The key objective of present study is to understand psychological implications of various colors associate with human behavior.

Keywords--- Color, Psychology, Non-verbal communication, Printing and Packaging

I. INTRODUCTION
Color plays a vital role in our emotional life. Sometimes occasionally we can hear peoples expressing strong likes and dislikes regarding certain colors. But the impact of sensation of color depends primarily on the frame of our mind. Color psychology is basically study of hue in relation to the human behavior. It describes the perception of human being. Color psychology helps to understand how different people react in context to particular color. Now a day color psychology is widely used for marketing and branding of products. So it became inevitable and need of the hour to understand psychology of different color especially in printing and packaging sector. Printing and packaging both are intimately related to each other. Packaging can be considered a unique product. Moreover it is a design object that meets advertisement and communication requirements and plays a strategic role for the product and its brand. The scope of packaging are not only limited to preserve the content but also acts as a weapon for marketing and sales promotion. In this modern era there is cut throat competition everywhere. Competition among the consumers goods have been increased, hence the purpose and scopes of packaging have widened very much.

II. MAIN OBJECTIVES OF PACKAGING
It serves many functions: -
✓ To contain,
✓ To protect,
✓ To inform and
✓ To get products recognized.

III. FACTORS TO BE CONSIDERED WHILE PREPARING ANY PACKAGE DESIGN
Selecting the right color for any design can make all the differences in getting it to right. Therefore a package design should be: -
• All the design elements should be placed in aesthetic way.
• All elements should follow the principle of design i.e. unity, harmony, balance etc.
• Package design should have high visibility.
• All necessary information should be placed on package design such as Brand name, Logo of the company etc.
• Color should be chosen according to type of product and its consumer.
IV. IMPACT OF COLOR ON PACKAGE DESIGN AND SALES PROMOTION

While considering about a package design, no one can ignore the importance of color because colors are associated with the human emotions, culture and psychology. In this modern era, importance of color cannot be neglected while preparing package designs. Color on package should be suited in the following aspects:

I. Class of people which they belong
II. Age Factor
III. Sex
IV. Nationality

V. UNDERSTANDING COLOR PSYCHOLOGY FOR PACKAGES WHILE PACKAGING

Colors play a vital role in our life because they are associated with our emotional life and same happens with case of packages. Some color effects have universal meaning. Colors in the red area of the color spectrum i.e. ‘Red, Orange, and Yellow’ are known as warm colors. These warm colors give the feelings of warmth, anger and hostility. Colors on the blue spectrum are known as cool color and include ‘blue, purple and green’. These cool colors give the feelings of calmness, also sadness. There is no specific law of color preference for packages but one can go for established beliefs that work up to a certain extent for example bright colors are preferred by children, women prefer deep shades etc. Color preference also varies with geographic, national, cultural, educational and economical factors also. Silent meanings of different colors are expressed below:

White

White projects truth, purity, cleanliness, pleasant dreams and neutrality. Doctors wear white coat, so medical and other related product dominates white.

White around the World
1. A white flag is universally recognized as a symbol of truth.
2. Ancient Greeks wore white clothes to bed to ensure pleasant dreams.

Red

Red is a color of action, danger, fire, passion. Red has more personal associations than any other color. Recognized as a stimulant red is inherently exciting and the amount of red is directly related to the level of energy perceived. Red draws attention and a keen use of red as an accent can immediately focus attention on a particular element.

It is also used for representing increased enthusiasm, stimulates energy, encourages action and confidence and for sense warning for protection from fears and anxiety.

Red around the World
1. Red represents beauty in many cultures.
2. Red color is treated as a warning symbol.

Green

Green is considered the color of peace and ecology. However there is an institutional side to green associated with illness. It gives a feeling of freshness. It is also color of disgrace, jealousy and poison. Bright green is for fertility.

It also represents soothing, relaxing mentally as well as physically, helps alleviate depression, nervousness and anxiety, and offers a sense of renewal, self-control and harmony.

Green around the World
1. The flag of Libya country is of single color (solid green flag).
2. Green is used worldwide to represent safety.

Blue

The color of sky and the ocean is blue, it is perceived as a constant in our lives. Blue color is seen trustworthy and dependable. It symbolizes seas, clouds productive, interior, skies, peace, unity, harmony, calmness, trust, coolness, confidence, royalty, nobility and Earth.

Blue around the World
1. In US, post office mail boxes are blue.
2. Blue, blue-green are scared colors in Iran which means paradise.

Pink

Pink is the color of happiness and is sometimes seen as lighthearted. Pink is a romantic color which is preferred by women, so almost all product related with female dominates in pink or nearby shade or other lighter shades. It also encourages action and confidence and bright pink stimulates energy.

Pink around the World
1. The pink ribbon is an internationally recognized symbol of hope and awareness in the fight against breast cancer.
2. Jaipur city is a foremost tourist attraction in India because of its superlative forts, grandiose palaces, vivacious temples, multicoloured bazaars, pulsating streets and its distinguished pink color to which the city owes the name ‘The Pink City’.

Magenta

Magenta color has as similar shade as that of pink. It symbolizes artistic creativity. In printing and packaging industry we commonly use magenta word rather than pink.

Yellow

Yellow shines with optimism, and happiness. Shades of golden yellow carry the promise of a positive future. Yellow will advance from surrounding colors and instill optimism and energy, as well as spark creative
thoughts. It also represents mentally stimulating, activates memory and encourages communication.

**Yellow around the World**
1. Taxi cabs and school buses are associated with yellow color.
2. In India, yellow color is associated with farmer.

**Orange**
Orange represents knowledge, civilization, and luxury. Orange, a close relative of red, sparks more controversy than any other hue. There is usually strong positive or negative association to orange and true orange generally elicits a stronger "love it" or "hate it" response than other colors. It also represents stimulates activity, stimulates appetite, encourages socialization.

**Orange around the World**
1. American Indian associates this color as kinship.
2. Orange is used as a symbol of love in China.

**Black**
Black is color of night, evil and death. Black is the color of infinite and endless space. Black is authoritative and powerful because black can evoke strong emotions too much can be overwhelming. It also represents feeling inconspicuous, restful emptiness, mysterious evoking a sense of potential and possibility.

**Black around the world**
1. A black cat crossing one's path is considered bad luck in many cultures, except in England, where spotting a black cat is considered good luck.
2. Black is also known as advertising beauty.

**Gray**
Gray is the color whose shade lies between White and Black color. It symbolizes elegance, humility, respect, pessimism, strong emotions, neutrality or formality. People rarely name gray as a favorite color possibly because it is also associated with loss or depression.

**Violet**
Violet color symbolizes magic. This is the tertiary color.

**Metallic Color**
Gold and silver are the metallic color used in designing also. Gold is a rich color which gives the majestic aspects of sun and symbolizes wisdom. Silver stands for purity, test of truth and the moon. While using in designing, it signifies richness and power. In ancient Hindu culture, it is the color of Fire-God.

**VI. CONCLUSION**

After study of color psychology we can conclude that different color combinations and their psychology play an important and crucial role while designing a package and buying a package in long run. While considering the importance of the package design no one can ignore color because of its appeal to human emotions. While using a color for package it should be harmonious with the type of product. Harmonious is the terminology which means a color combination which appears pleasing to our eyes. The color on package must suit to the standard or class of the people which they are made for, their age group and nationality. It is because of the fact that colors have different psychological effect on different class or group of people. Research predicts that children tend to prefer primary colors while educated people prefer more stable colors. Another important fact to be considered is the color of pack not only in daylight but in artificial light also because even a slight change in light pattern can cause change in color. Color fastness can be considered important factor while selecting color for package because some printing inks get faded when exposed to light for a longer period of time.

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