

How Color Sells: Need to be Memorable? Add Yellow!

©todaybydesign.com 2009/2010



Remember “Tie a Yellow Ribbon” well it wasn’t a blue ribbon or a pink one for a reason. Yellow stimulates our memory. Marketers use it frequently to help us remember their brand. Read on for more ways you might want to harness the power of yellow.

Do you know why legal pads were first yellow? It promotes memory retention. Now we have shifted to gray and blue eye-ease and no one remembers much anymore! Yet savvy marketers still use yellow to drive memory, look at McDonald’s with their golden arches, and Best Buy with its blue and yellow logo. They both stand out and are remembered.



In online marketing yellow, gold and amber tones are frequently used to generate interest and memorability. Highlighters were originally yellow and it is still the most frequently used color particularly in call outs on online documents and sales pages.

Yellow gets noticed, think fast food and road construction. It is a great color for interior spaces with no windows, as it simulates sunshine.

Think basements and back hallways. Be careful in brighter rooms as it can be a difficult color for the eye to process and see, causing irritation over time. Studies show that babies will cry more in a yellow room than any other color (think stop light yellow, not butter cream).

In interior design, yellow is perceived as sunny and bright and is often used in Eastern facing rooms. Eastern light tends to be harsher, brighter and bluer and the yellow hues soften and diffuse the glare. That being said, it is wise to note that studies have shown babies to cry more in yellow rooms than any other color. Now this is stoplight yellow and not buttercream that I’m talking about. The degree and depth have everything to do with the effect.



Singularly yellow can be one of the most difficult colors to wear as too often we associate it with jaundice or yellow fever, or a sallow complexion. On the flip side, yellow is also frequently considered an optimistic shade that promotes good humor and smiles. Remember the yellow smiley faces? What goodwill do you want to share when attached to yellow?

For more great tips on how to harness the power of color in marketing and sales check out the FREE ebook at www.succeedwithcolor.com. Do you want more profit, more time and more fun in your business? Get colorful up to the moment NEW marketing and social media insights at www.todaybydesign.com. Author Melissa Galt is a speaker, consultant and mentor devoted to your outrageous small business success.