

How Color Sells: White Adds Independence and Clarity!

©todaybydesign.com 2009/2010



Some consider white to be the absence of color but in fact it is the opposite. To achieve white we

must capture the rainbow of all colors. White can run warm or cool depending on if its base is yellow or blue. It is a neutral but never without its own personality. And it is not a color to be used by default; white has a lot to say, read on for details.



Ever told a "white" lie? Do you know why they are called White? White represents a cover up, a whitewashing as it

were. White elephants are those tales so tall or goods so rare as to be unreal. White historically represents purity and innocence. Remember the days of bridal white? Of course now we hear about brides getting married in all manner of colors and even black leather. Times have changed.

White represents status and wealth. If you are wearing white you can afford to keep it clean. Consider the White House the quintessential symbol of American power.



White in clothing belies a sense of independence, a free spirit. It signifies a desire for freedom and limitless options. The individual in the white suit can't be pigeonholed.

In China white is the color of death. It indicates a freeing of the spirit to move onto the next world. White represents surrender from the moment we are in to the future time. It is about letting go and releasing ourselves from where we are.

To illustrate the importance of semantics and marketing in color selection, there is a wonderful story from Benjamin Moore Paints.



Back in the 1970's Benjamin Moore had a color named Ivory, up until then it had been their number one seller. Suddenly sales were dropping off. They did their research and renamed it Oriental Silk, sales rose again and it is still their number one bestseller today. Yes, if you are sharing colors with a neighbor it sounds infinitely more elegant to be using Oriental Silk than the name of a dishwashing liquid on your walls!

Embrace the colors of life and you'll invariably embrace white as the ultimate of all colors. Use it wisely as a tool for contrast and drama whether warm or cool. Mastering color psychology will make you the maestro of your marketing.

Today By Design

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.