



THE IMPORTANCE OF COLOR ANALYSIS



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INTRODUCTION

As an entrepreneur or professional, the colors you choose to wear and even brand your business with have a bigger impact on your bottom line than you might think.

Color is THE FIRST impression you make on everyone's visual world. What is your color message saying? Is it confident, trustworthy, and honest? Does it reflect the message you want it to?

Believe it or not, color will affect your mood, attitude, presentation, style, and how others perceive you.

Have you ever wondered why you look great in some colors, where you receive endless compliments, but look washed out and tired in others? Your potential clients notice too! And, whether we like to admit it or not, visual impressions count.

Without getting overly technical, it might be helpful to understand a little about the science and psychology of color.

COLOR SCIENCE

Color is one of our most essential forms of sensory information. Every single item you see at any given moment has a color to it. Color can convey multiple facts about something including how much light it absorbs and gives off, and whether it is probably cool or warm to the touch.

Color can also influence your emotions and personality. Human beings react to color in certain ways. For example, most people will respond to purple differently than they respond to the color red. Many people feel differently about a room painted yellow than they do about a room painted dark green.

Colors can be either cool (blue-based) or warm (yellow-based). Objects may appear “neutral” (i.e., clothing, paint, and soft goods) as a result of light being absorbed or reflected by the material. It is not possible for people to have a neutral undertone. We have either cool or warm undertones that naturally occur in our skin. While many people feel comfortable wearing any color, the fact is: everyone has a “BEST” color undertone. A good personal “Color Analysis” consultation will determine this for you!

PERSONAL COLOR ANALYSIS

No matter their age, every individual needs to know their proper color tones in order to choose the most flattering colors for their unique skin tones. You were born with color pigmentations in your hair, eyes and skin. Together, these pigmentations harmonize to create a unique individual. In the process of color analysis, you need concern yourself only with the predominant undertones of the skin.

A personal color analysis session will provide you with a color awareness that will guide you through making those color decisions easy. Simple adjustments, when it comes to the color choices you make in your clothes and make-up, can make a world of difference in how you are perceived in the world and how you feel about yourself. A little color knowledge and a few simple tools are essential for you to show off your best, most confident, radiant, self!

THE RESULTS

Depending on whether you are a warmer or cooler tone, you will either look better in yellow-based or blue-based colors. In the correct tone of color your eyes will sparkle, and blemishes and wrinkles will seem less noticeable. You will look rested and assured of yourself. The incorrect color tone will do just the opposite. Wrinkles will be more pronounced, and your complexion may look yellow or ashen. Your eyes will appear dull and you will look tired.

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Advantage:

When you complete your personal color analysis – life becomes a little simpler, and you become a statement piece when you enter a room!

- You will always know what color decisions to make when you go shopping (because you finally know your “best” colors).
- Your separates will coordinate with each other (and you won’t get stuck with items that must only be worn together)
- You finally eliminate the “closet full of clothes with nothing to wear” concern that plagues so many of us
- You experience fewer returns (save time and money)
- Dressing becomes quick and easy each morning (wouldn’t you love an extra 20 minutes each day?)
- You always look approachable, confident, trustworthy and authentic (Imagine the effect of this, walking into a room)

Effect of color on your bottom line:

When you are stepping up on stage to speak to an audience, sitting down for an interview, or physically meeting with a new client, first impressions count. A lot. When you are wearing the colors that best complement your skin tone, you look younger, your eyes sparkle, your skin shines and you can feel confident, knowing you look your very best. And when you look your very best, people naturally want to engage with you, do business with you. It could open a whole new world of opportunities you didn’t envision. Businessmen tap into the power of color psychology in the way they look, down to their ties! Yes, even the color of your tie or scarf should be well-chosen to accentuate your natural color tones.

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COLORS IN MARKETING

The power of color is something most people are unaware of, but color has a “language” of its own.

Colors evoke emotions, which is something that all great branding gurus know. Have you ever noticed how many fast food restaurants use red and yellow in their logos? Perhaps McDonald's and Burger King immediately come to mind. This is because red triggers stimulation, appetite, and hunger, and yellow triggers feelings of friendliness.

A few other examples: Purple is associated with wisdom, blue represents truth, and green signifies eco-friendliness. A recent study titled “The Impact of Color in Marketing” found that up to 90% of snap judgements on a product can be made based on color alone! Imagine what that could mean for your business!



WHAT YOUR BRAND COLORS SAY

Are your branding colors consistent with the essence of your product and service, your company culture and ideals, and industry expectations? If not, you can be sending a confusing message, and leaving money on the table.

Who is your target demographic? Colors play a role in this too! A younger audience relates to brighter colors, while a mature audience is affected by cooler, subdued colors. It is important to beware of the power of color!

Your colors are speaking for you, whether you are aware of it or not.
Are yours calling customers in... or driving them away?

A simple update to colors on your website, your logo, and your wardrobe can make a significant difference to your bottom line. If you'd like to experience this in your business, or if you want to look great and streamline your wardrobe, color awareness is the first step.

"Personal color analysis doesn't have to be complicated!" says ColorTools® owner and expert, Ms. Charli Mace. "I truly believe that by providing YOU with enough information and some simple tools, you can easily and successfully harness colors, and become a confident, shining star."

ABOUT THE AUTHOR



Charli Mace combines expertise in color and image consulting with a cutting edge and state-of-the-art communication system that puts you on a fast track to success. She teaches individuals, business owners, and entrepreneurs how to face their clients in the best light possible...and put more commas in their paychecks. Her color and esthetic training started in Chicago, Illinois, and for over 28 years, she has been privileged to provide services, instruction and products in over 40 countries. She shares her expertise in numerous articles and co-authored **Your Eye For Color**. Her clients hire her to learn how personal image and color can change their business and their lives.

We love color so if you have any questions,
please ask them on our Facebook/ColorTools page

How can we help you today?
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