

WHY COLOUR MATTERS

Louise Fenwick

Aside from the usual quips about colour psychology and bright colours cheering us up, there's a lot to be said for the colours that represent your business. Having carefully selected how you want your business to be perceived, it's important to maintain those values in all your communications.

If you recall the last time you looked through a magazine or paper, which were the adverts that caught your eye? Few magazines these days feature black and white, unless it's an arty image for a perfume. Most high quality publications use colour advertising readers prefer it and it maintains a consistency throughout the content. Newspapers have other print issues to consider, and so offer a good selection of both colour and black and white options.

Although often slightly more expensive than black and white, the impact of a colour advert far outweighs the extra outlay. Feature the colours you so carefully chose to represent your business and people become more familiar with them every time they see them.

As Mozib Khan, of Tandoori Nite, Chichester, says, "We've just renewed our colour advertising with Chichester Business News for another year, because it gives a good representation of our brand and is more easily recognised. You don't see it so well in black and white and we want to stand out." The Tandoori Nite colours are instantly recognisable and they feature in all the restaurants as well, so people can build a familiarity with the brand.

Geoff Bass of Chichester Bedroom Centre has recently changed his advertisement in CBN from black and white to colour and says, "We wanted more stand out. Although our black and white advert has been very responsive for us, we felt that a colour advert looks better and ties in well with our newly re-launched website".

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