

## Fun and Useful Color Tidbits

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1. Memory retention studies tell us that consumers are up to 78% more likely to remember a word or phrase printed in color as opposed to black and white.
2. Color and visual elements activate the right brain while the printed word activates the left brain. When all are combined there is greater recall, recognition and attention.
3. The best color to use as background for color matching purposes is a neutral gray tone.
4. Outlining a color in black or a darker shade will enhance the enclosed color endowing it with clarity and richness. A darker outline can help to keep a color from “spreading” into surrounding areas. Conversely, outlining a color in white or other light values will cause it to spread to adjacent colors and diminishes the strength of the enclosed color.
5. Confining a color to a particular feature or shape will give greater emphasis to that feature. Repeating a color to many times can create a distraction or dilution of attention.
6. The human eye is always stimulated by novelty. Unique or “new” color combinations can translate into instant attention. Iridescence, pearlescence and metallic finishes are especially arresting, as the eye is fascinated by multi-colored effects.
7. The human eye actually sees warm colors before cool colors. Generally, warm colors advance and cool colors recede; however, the degree of saturation can make a difference. Highly saturated colors appear closer than colors of low saturation.
8. Research shows that changing the color of a word within a sequence causes the word (or phrase) to be more memorable.

Facts from the PANTONE guide to Communicating with Color by Leatrice Eiseman.  
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