

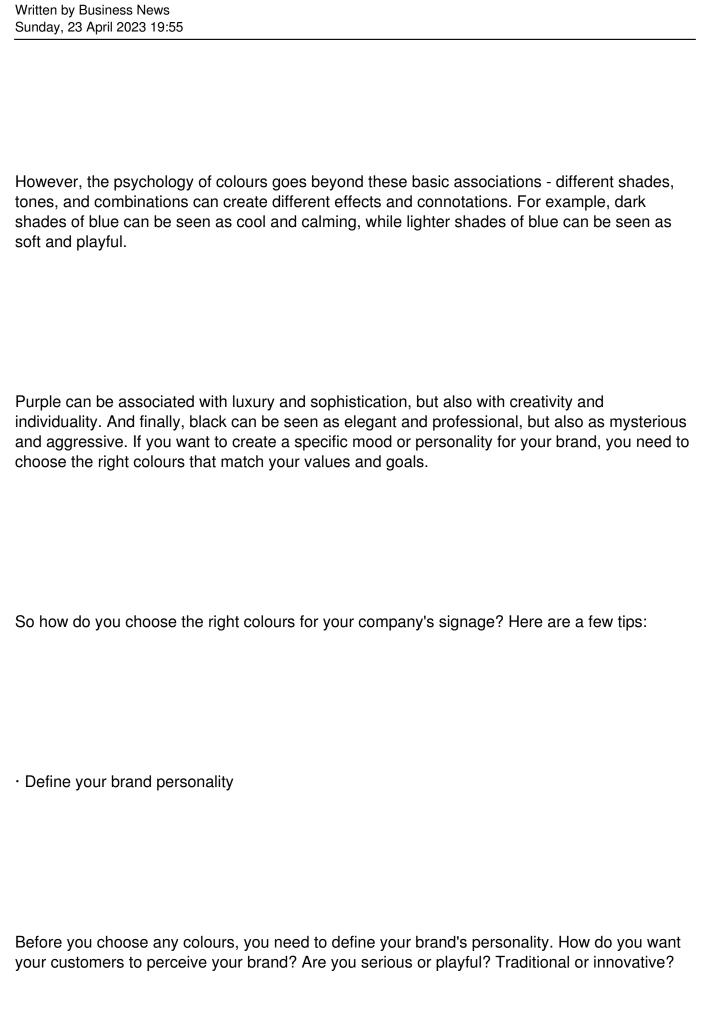
When it comes to business signage, colours aren't just for aesthetics. Choosing the right colours for your company's signages can have a huge impact on its effectiveness. Colours have the power to evoke emotions, set moods, stimulate the senses, and convey messages without words. In fact, colours can influence up to 90% of snap judgments made about products or brands.

In this blog post, we'll delve into the psychology behind colours in business signage and provide a brief guide on how to choose the right colours for your company's signage. Whether you're a small business owner looking for sign holders in Australia or a marketing professional looking to attract new audiences to your brand, you'll find the information here helpful to create high-impact signage that resonates with your target audience.

Red. Blue. Green. Yellow. Orange. Purple. Black. White.

These colours may seem straightforward, but they can convey a myriad of emotions and messages in different contexts. For example, red is associated with passion, excitement, and urgency, making it a popular colour for clearance sales and limited time offers. Blue, on the other hand, conveys trust, reliability, and professionalism, making it a go-to colour for banks, law firms, and other corporate entities.

Green is associated with nature, health, and growth, making it a popular colour for organic food stores, eco-friendly products, and wellness centres. Yellow, the colour of sunshine, is often used to grab attention and convey cheerfulness, making it a popular choice for restaurants, cafes, and retail stores.



The Psychology of Colours in Business Signage: How to Choose the Right Colours for Your Company

