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~~How Colors Influence Your Choices and Feelings~~ The Psychology of

Color | Riley Johnson | TEDxLosOsosHighSchool

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Here are the most common associations people have with the colors of the rainbow: When you understand the psychology behind each color, you can use it to choose the right colors for your brand. Building a brand that targets children (and their parents)? Go for orange, which people associate with youth.

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Conclusion. Color psychology has had an impact on the way businesses connect with their audience. As more research becomes available, we are all learning more about how to use color to build a better customer experience, which translates to additional sales. As a final tip, once you are done split testing the color of your website, you may want to start running tests on your content and images ...

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