



How Brand Colours Influence Trust & Customer Behaviour



Market Report

The Power of Colour: Influencing Brand Perceptions
& Marketing Decisions Among Customers.

Number of respondents surveyed
1000+

Demographics

UK respondents, between 18-65 years old.

*Independent research commissioned by 4imprint
and conducted by Perspective Global.*

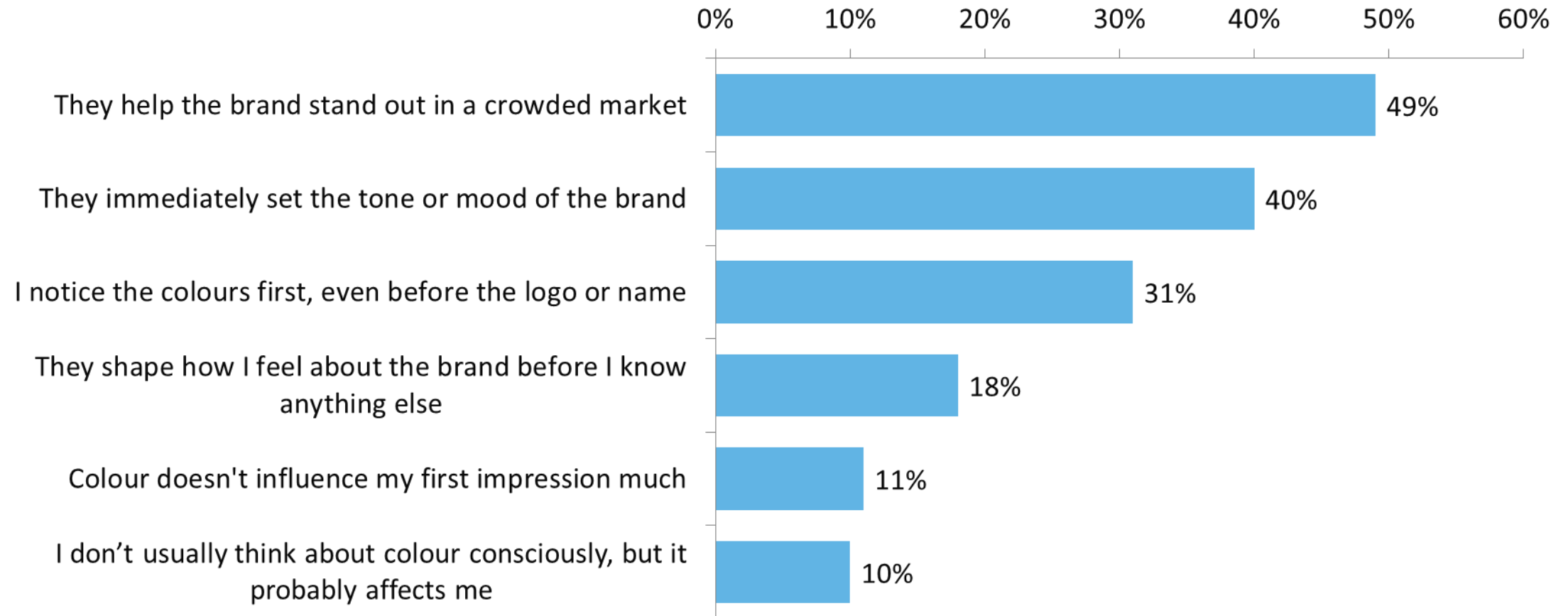
Report Summary

Colour. It's often the first thing that people notice about a brand - and the one they're likely to remember. Get it right, and it can build trust, shape perceptions, and inspire buying decisions, giving businesses like yours a real edge in a competitive market.

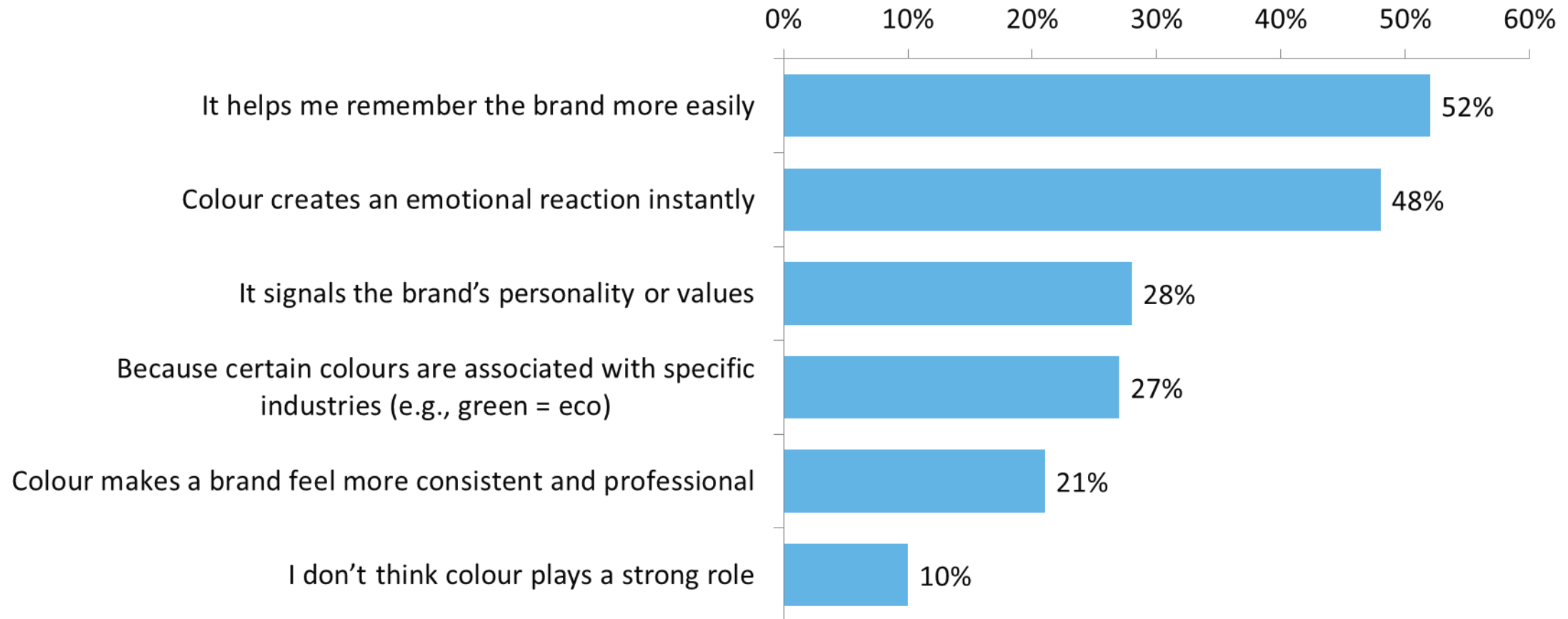
In this new study of over 1,000 UK consumers, research reveals just how powerful colour can be. From fostering emotional connections to influencing shopping behaviour, the findings show how different hues help brands stand out, engage audiences, and create meaningful experiences.

Where marketing moves by the second, this new insight demonstrates that colour isn't just about design - it's a tool brands and businesses can use to connect, captivate, and leave a lasting impression.

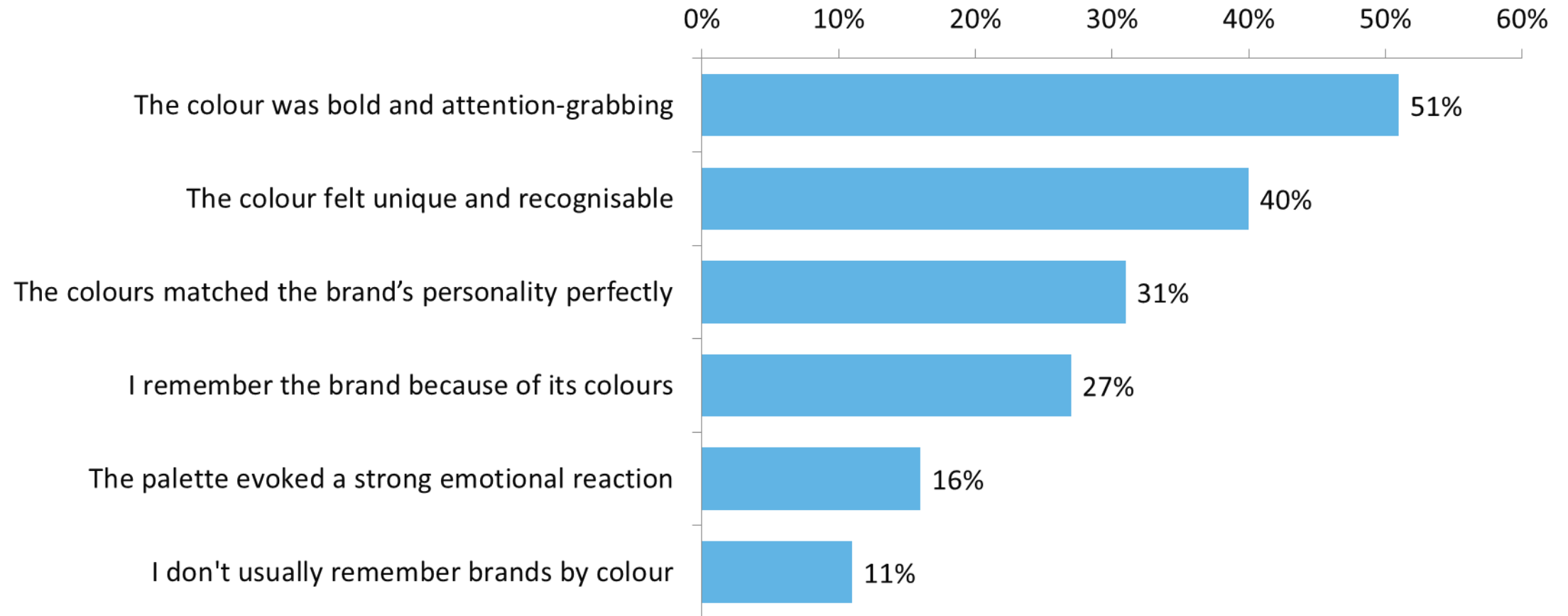
Q1. How do the colours used in a brand's logo or marketing materials influence your first impression?



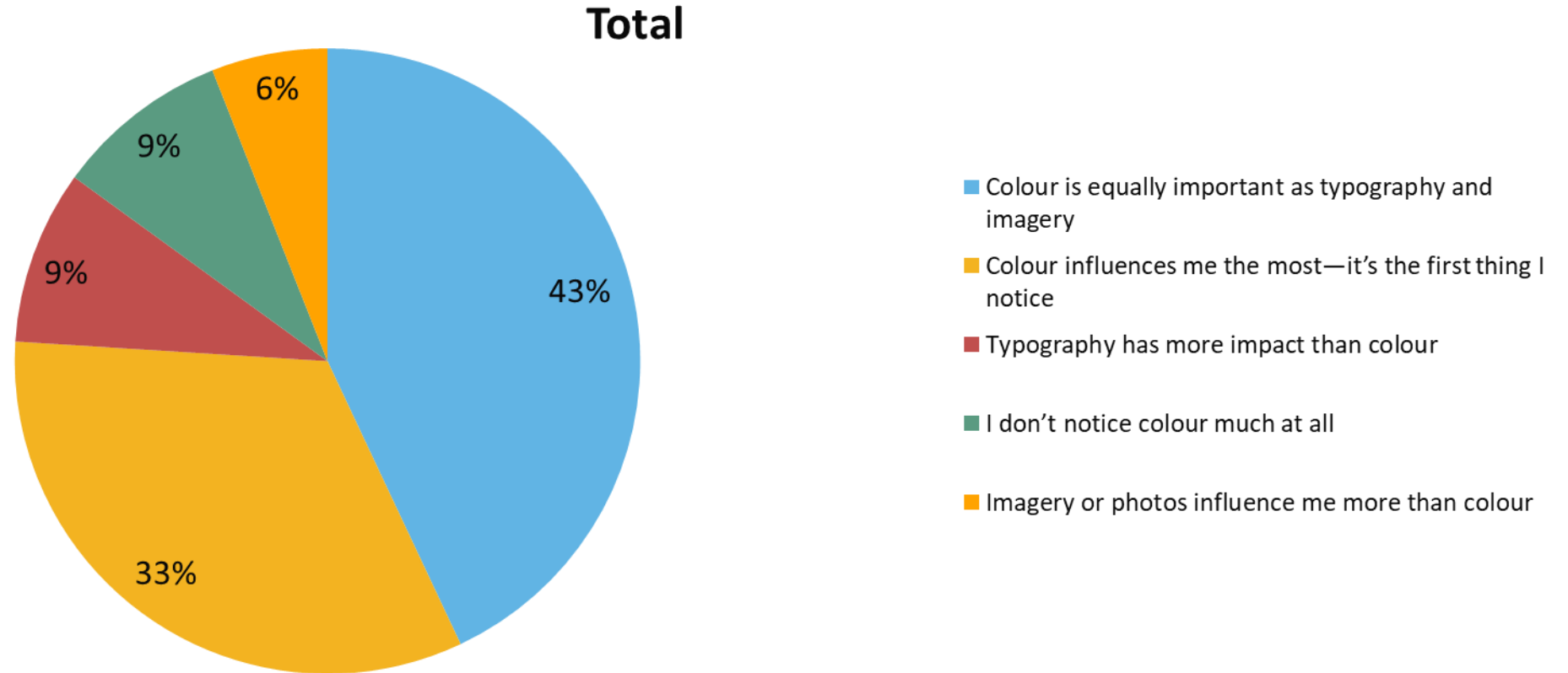
Q2. *Why do you think colour plays such a powerful role in how we perceive a brand?*



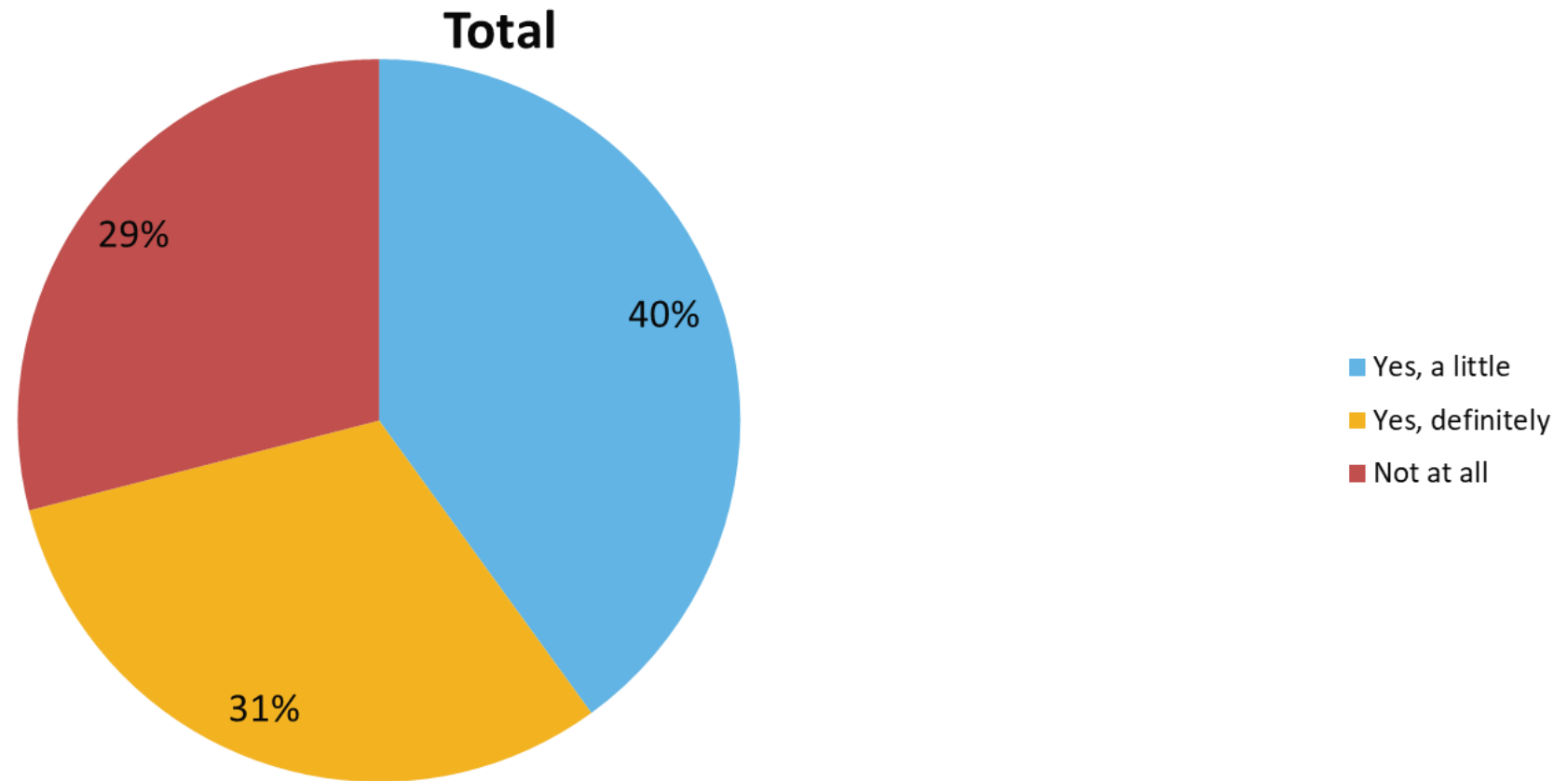
Q3. Thinking of a brand whose colours made a strong and lasting impression on you, what made it stand out?



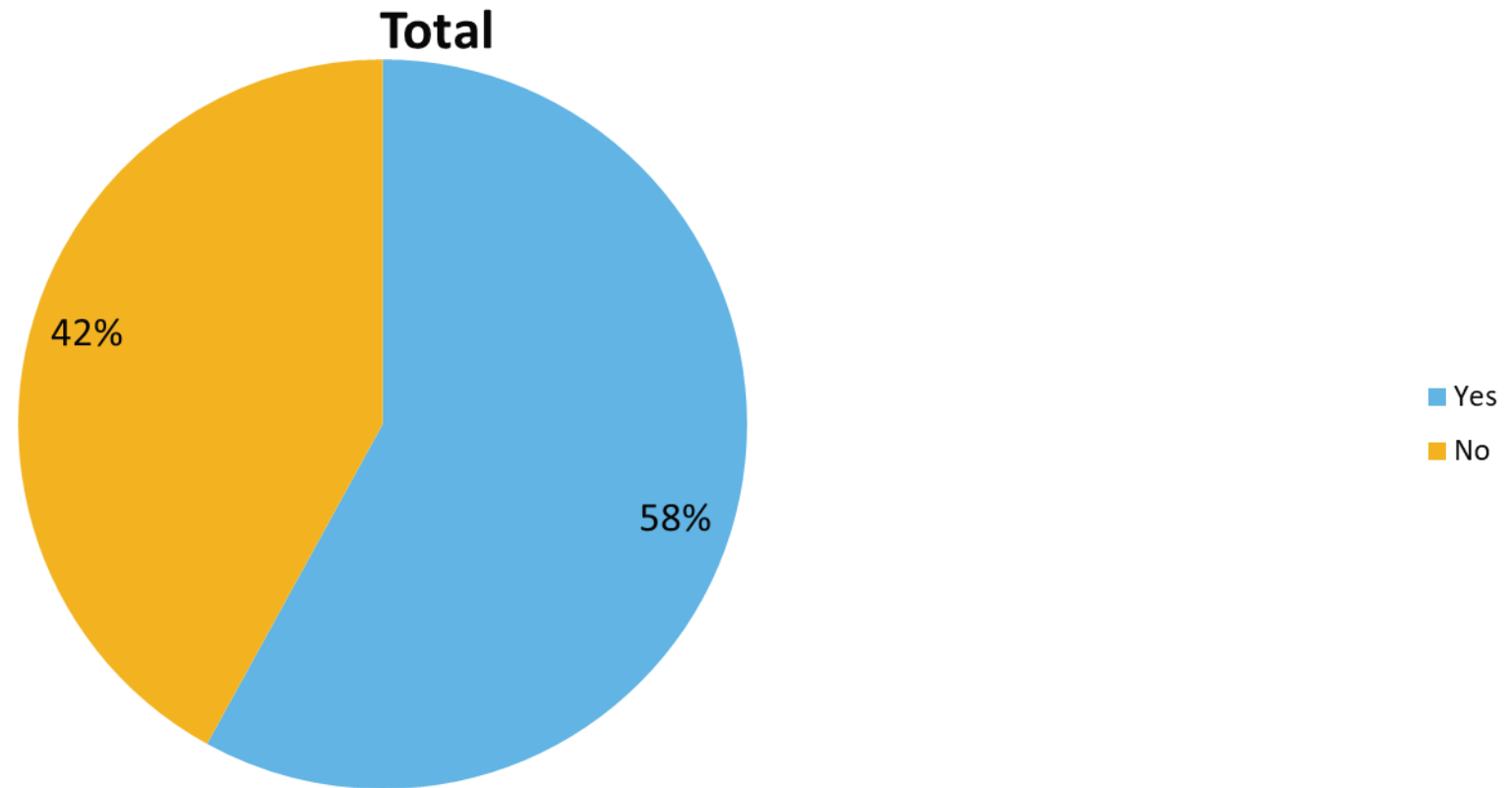
Q4. When seeing a brand for the first time, how much does colour influence your perception compared to other elements like imagery or typography?



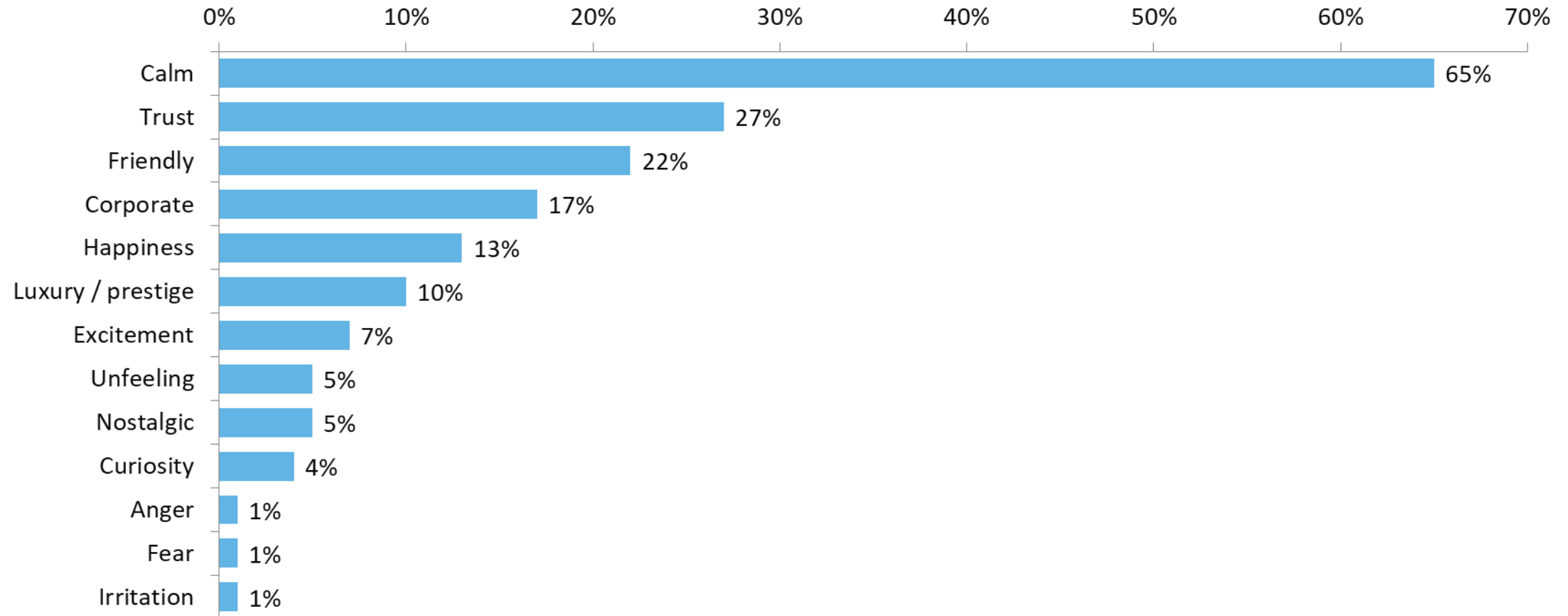
Q5. Do you agree with the statement: “The colour of a brand influences whether I trust it”?



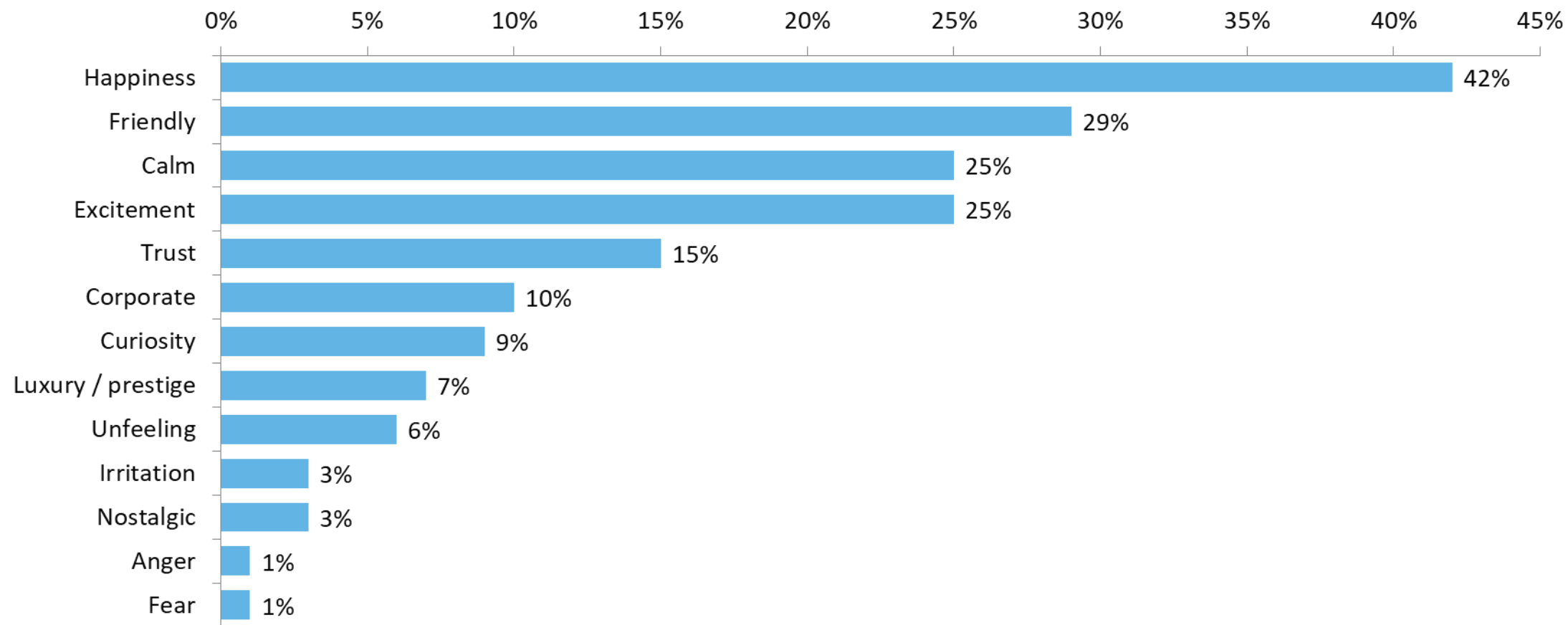
Q6. *Do you think that brands don't realise how important colour is a way of marketing?*



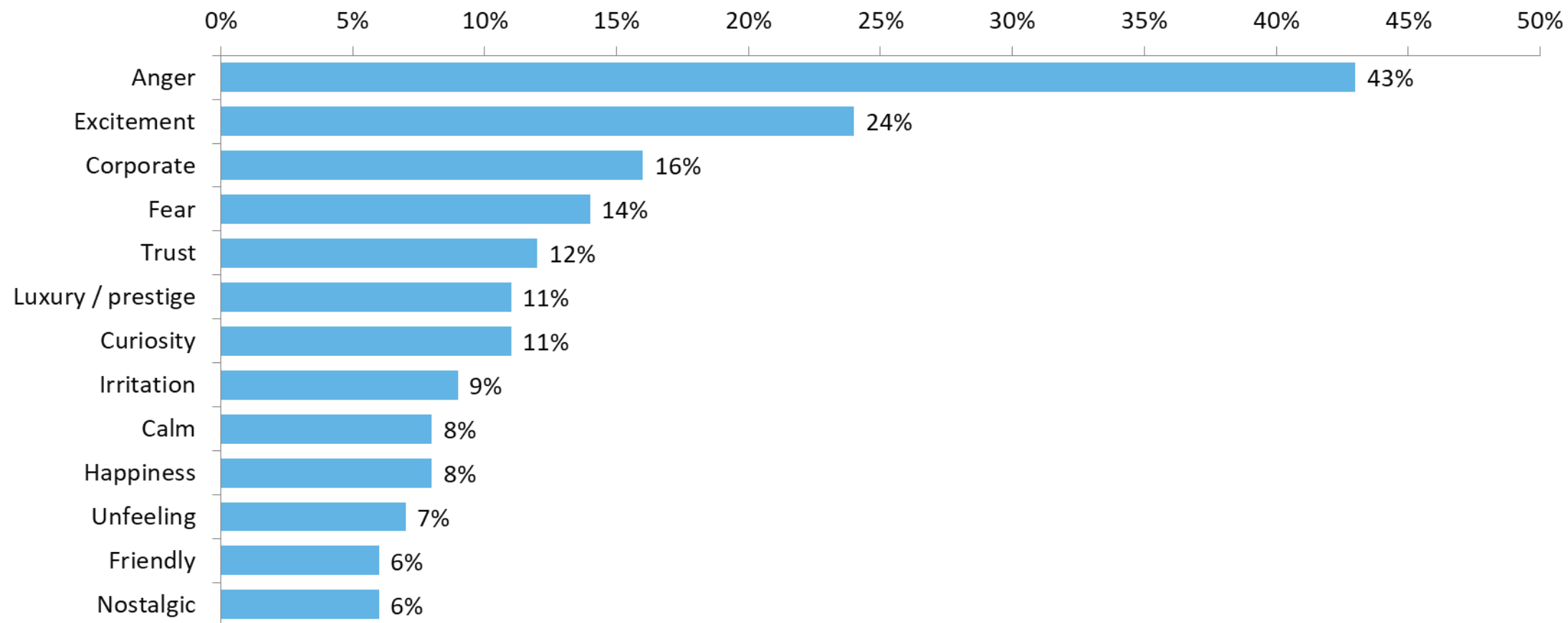
Q7. Grid question: *What emotions do you associate with the colour blue?*



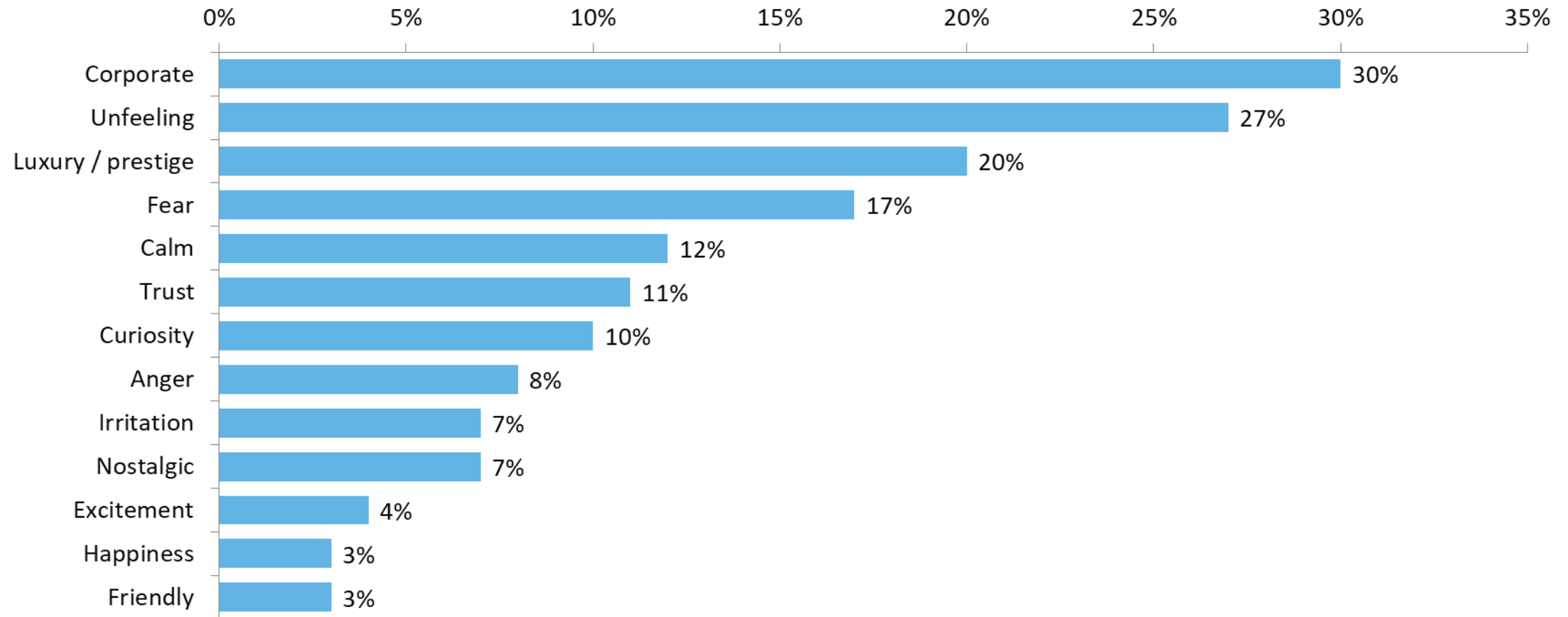
Q7. Grid question: *What emotions do you associate with the colour yellow?*



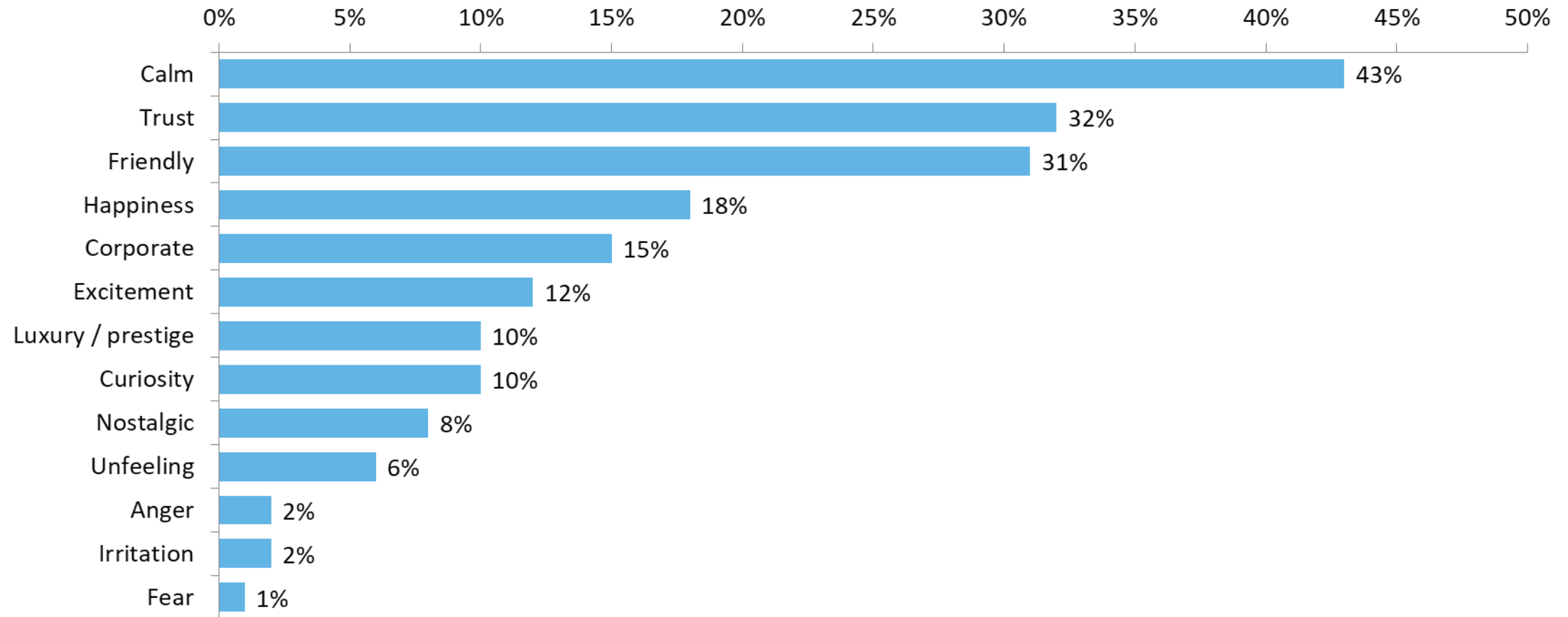
Q7. Grid question: *What emotions do you associate with the colour red?*



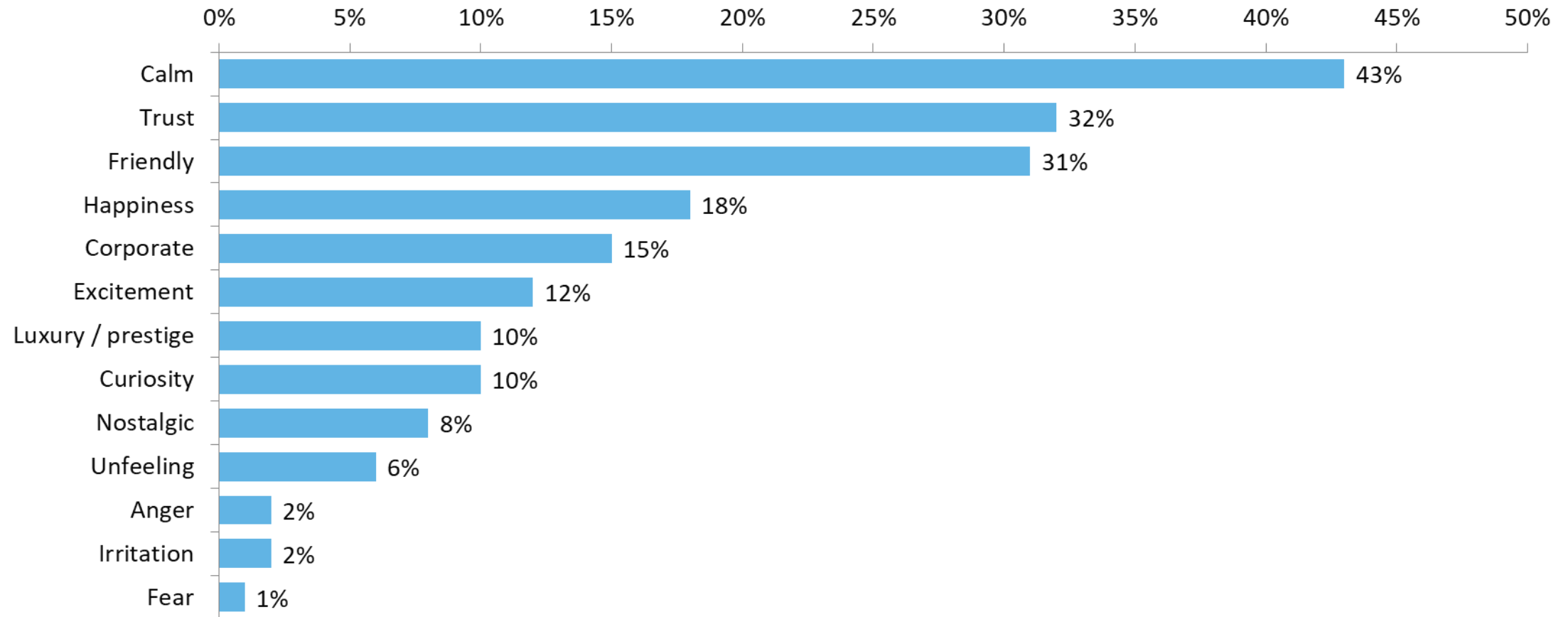
Q7. Grid question: *What emotions do you associate with the colour black?*



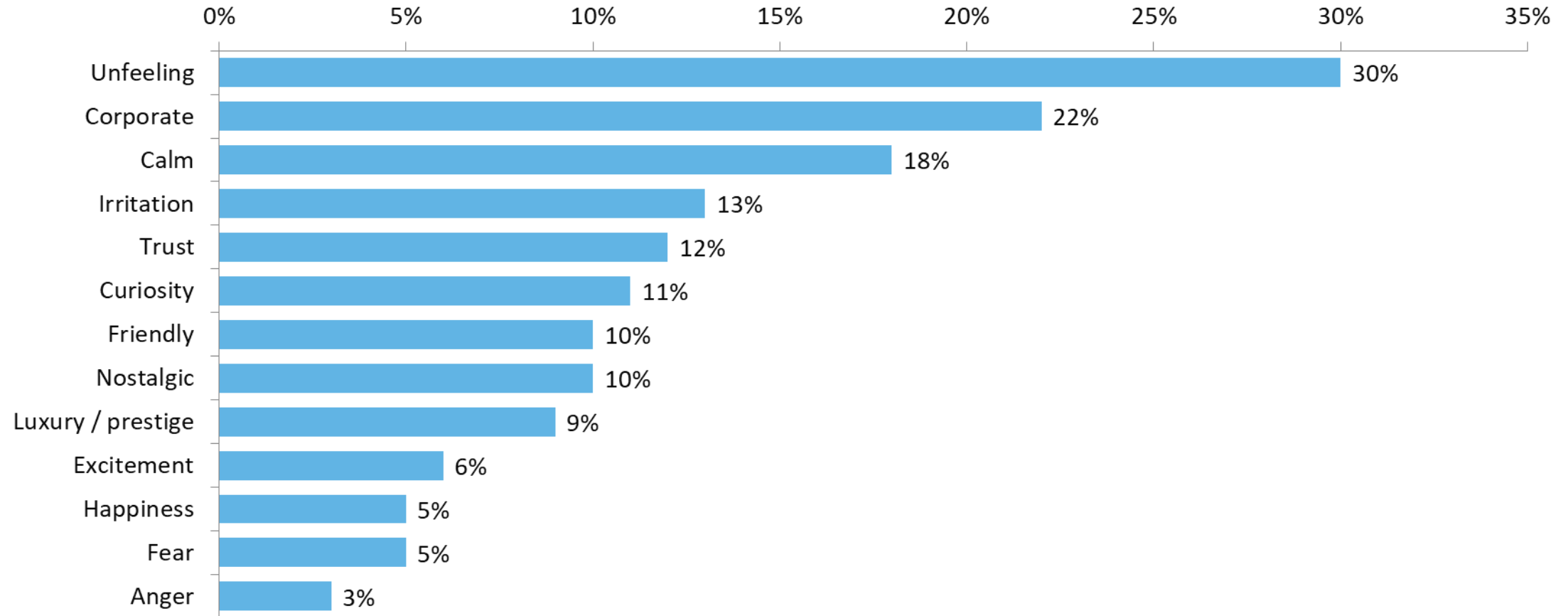
Q7. Grid question: *What emotions do you associate with the colour green?*



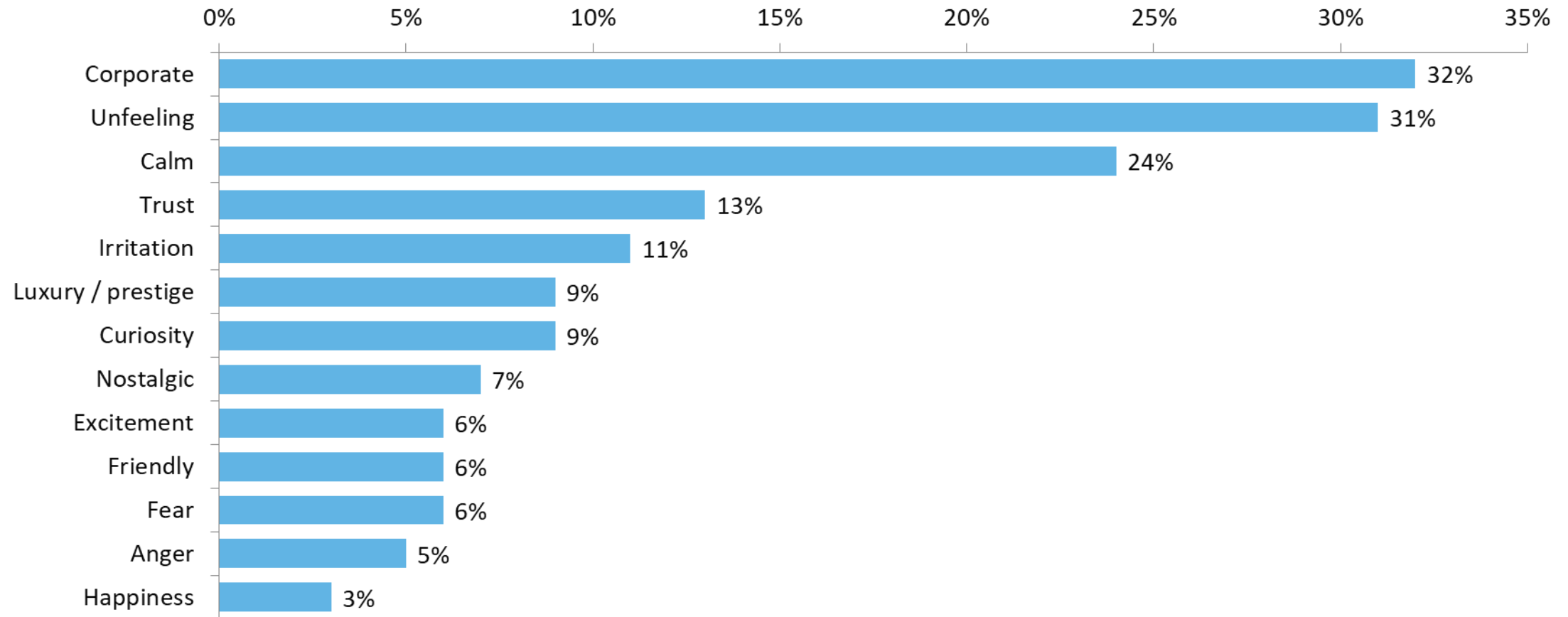
Q7. Grid question: *What emotions do you associate with the colour orange?*



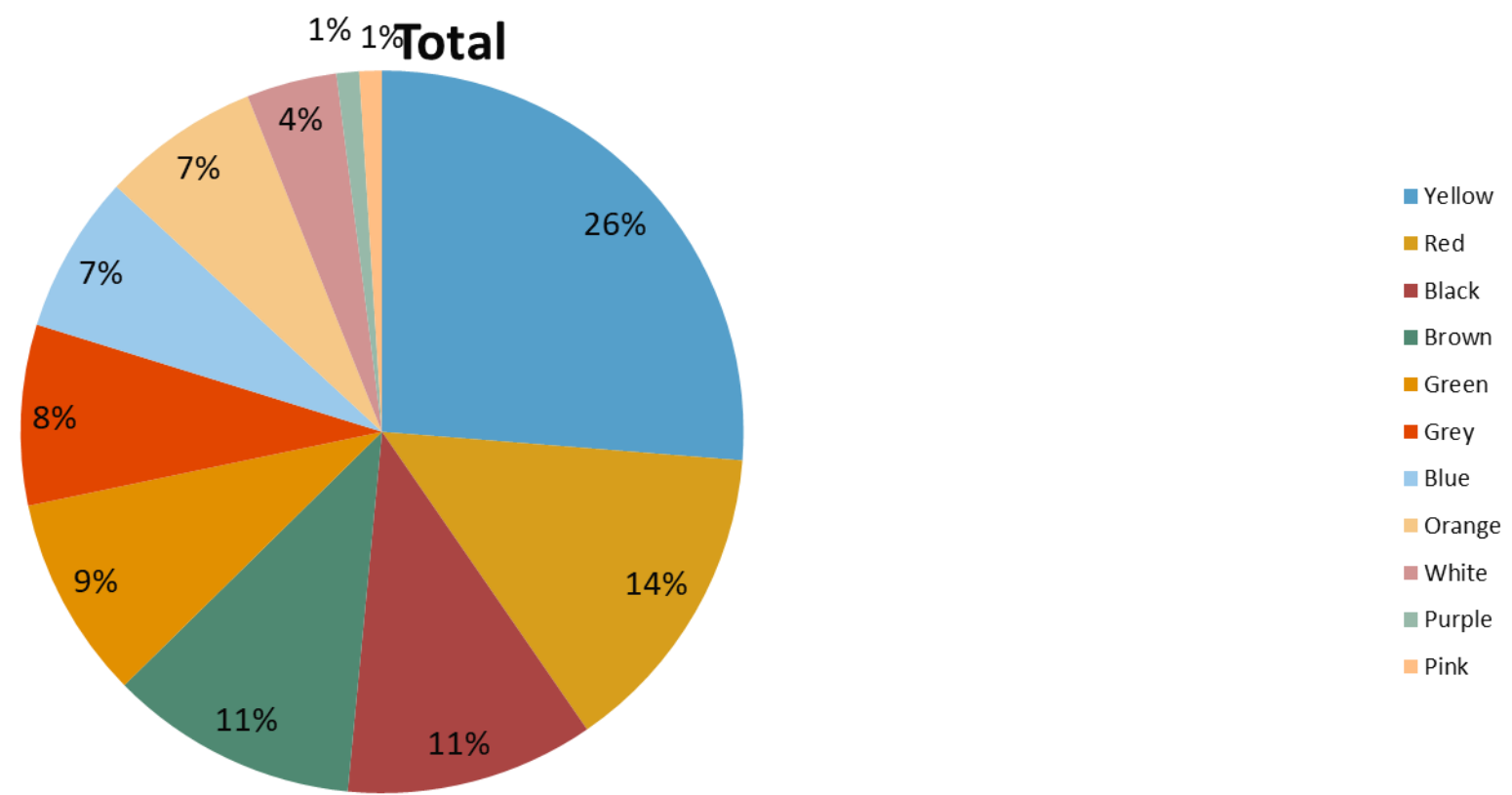
Q7. Grid question: *What emotions do you associate with the colour brown?*



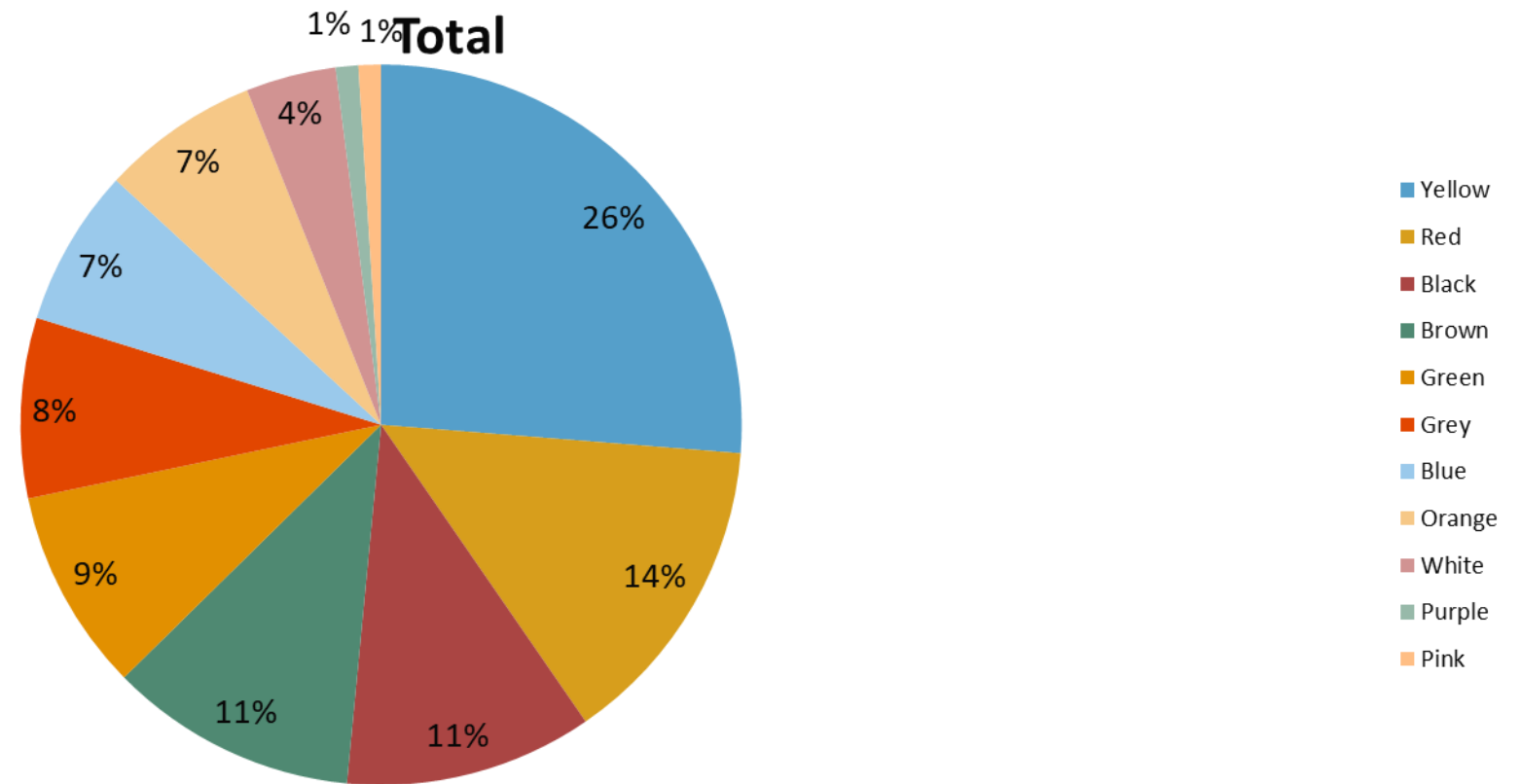
Q7. Grid question: *What emotions do you associate with the colour grey?*



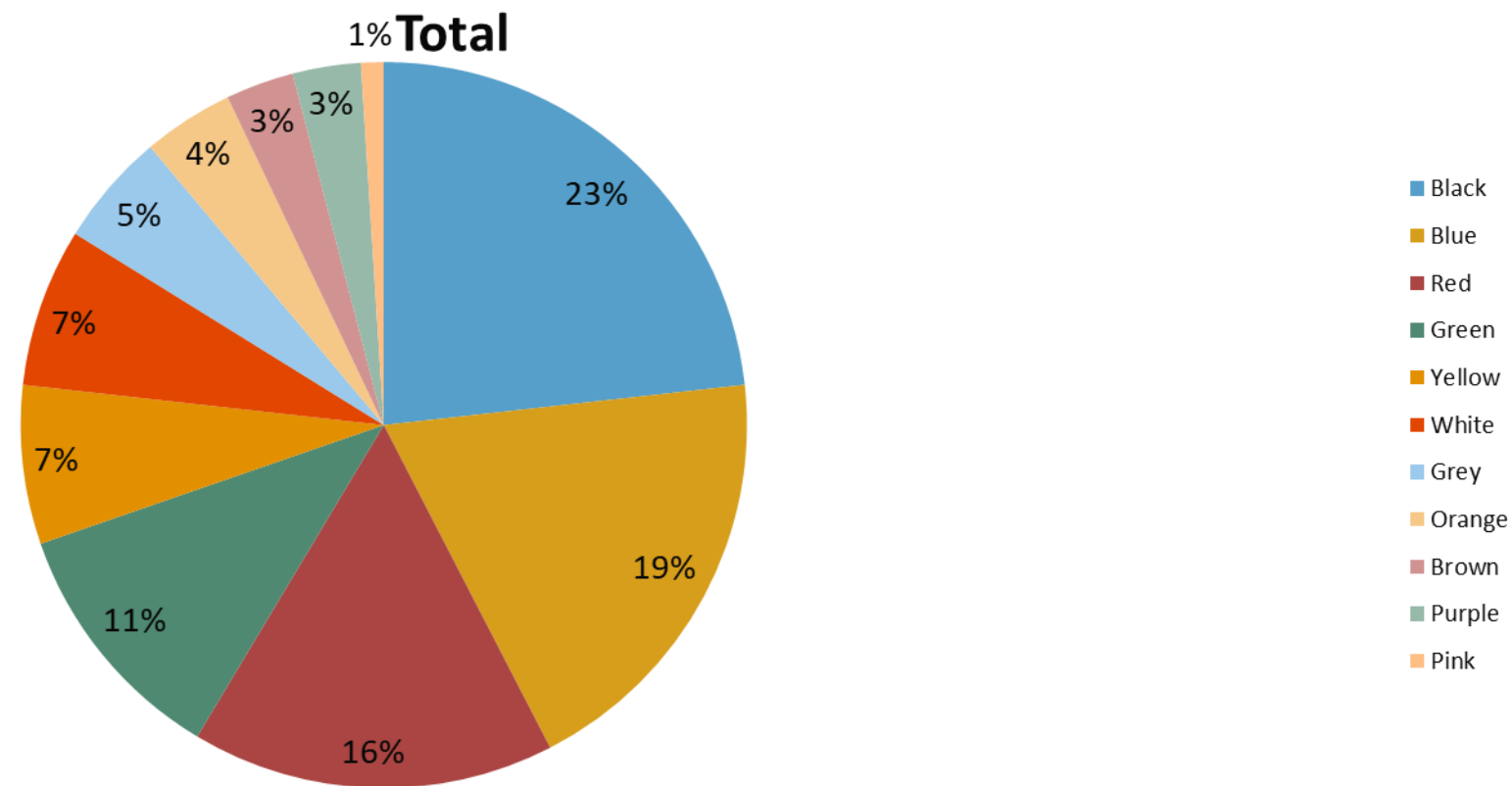
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries: Healthcare?*



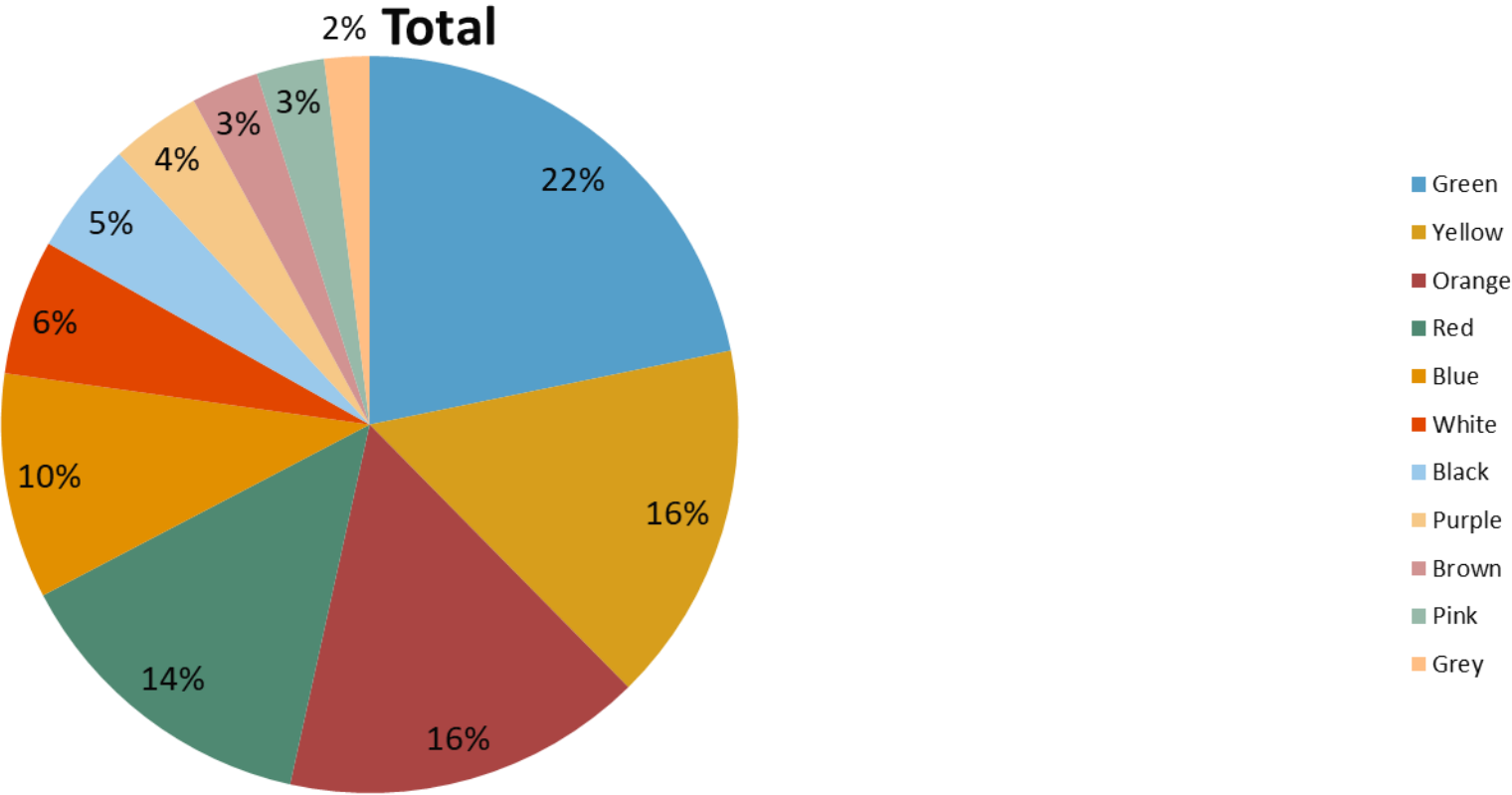
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries:*
Construction?



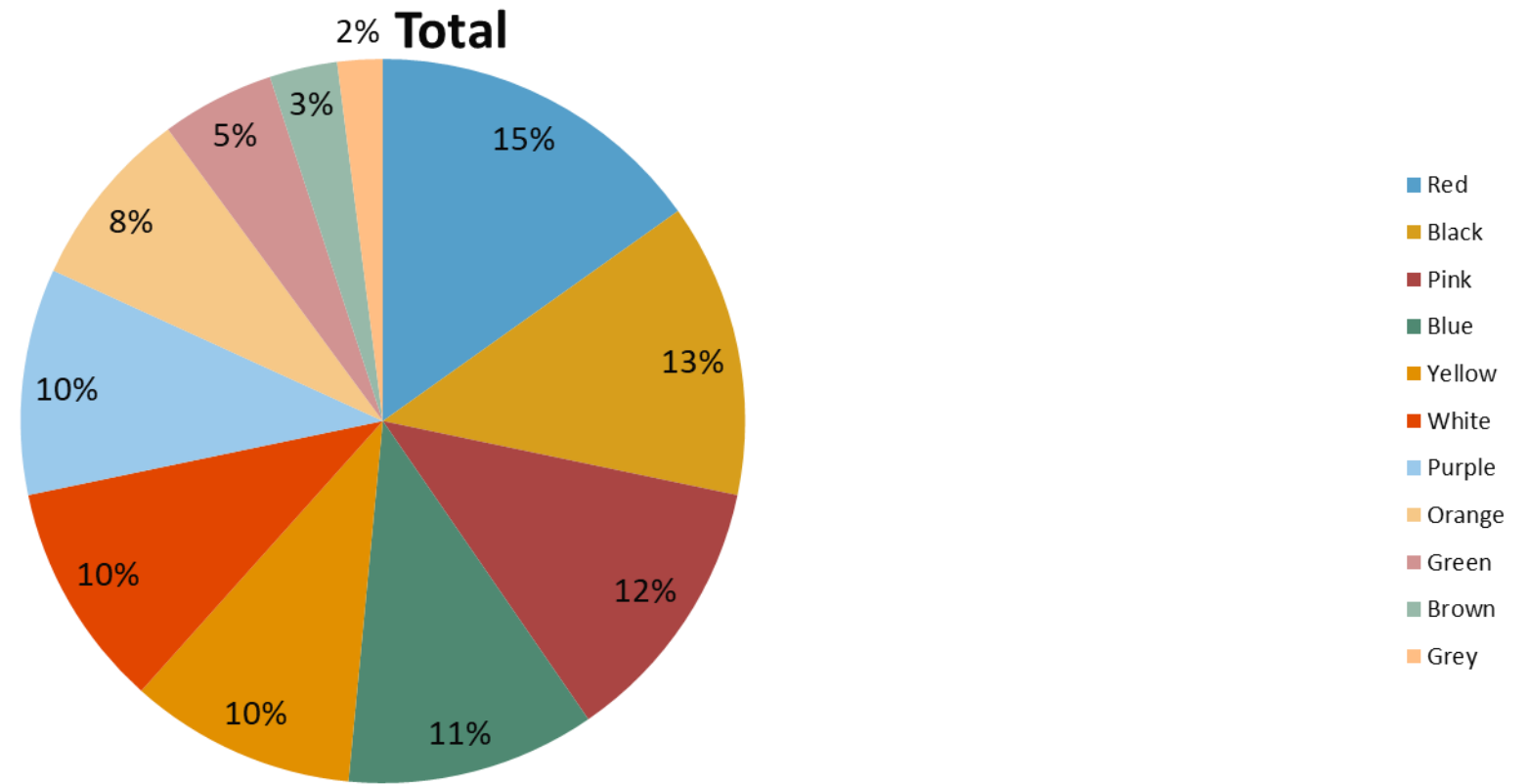
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries: Finance?*



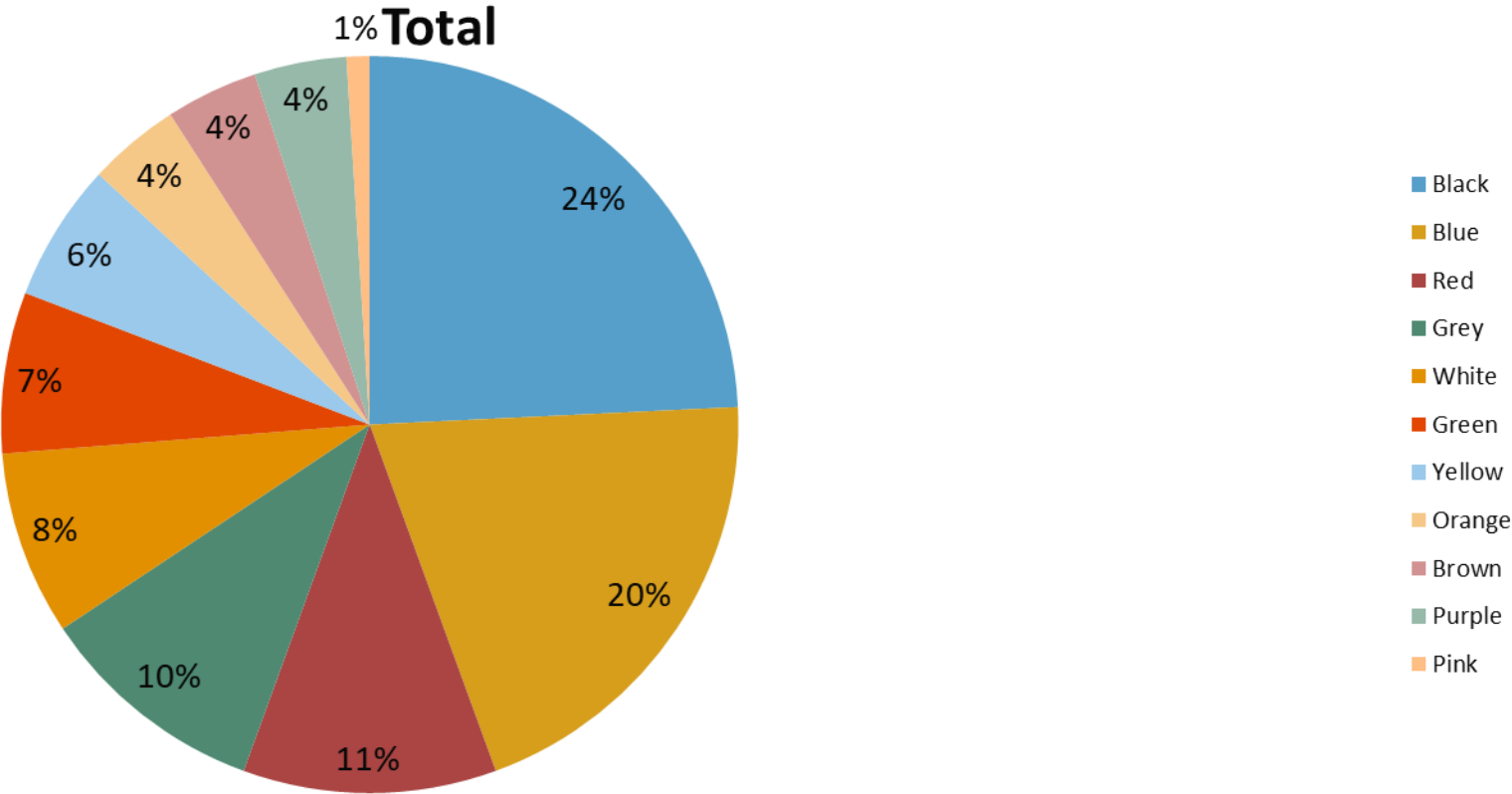
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries:*
Food & Drink?



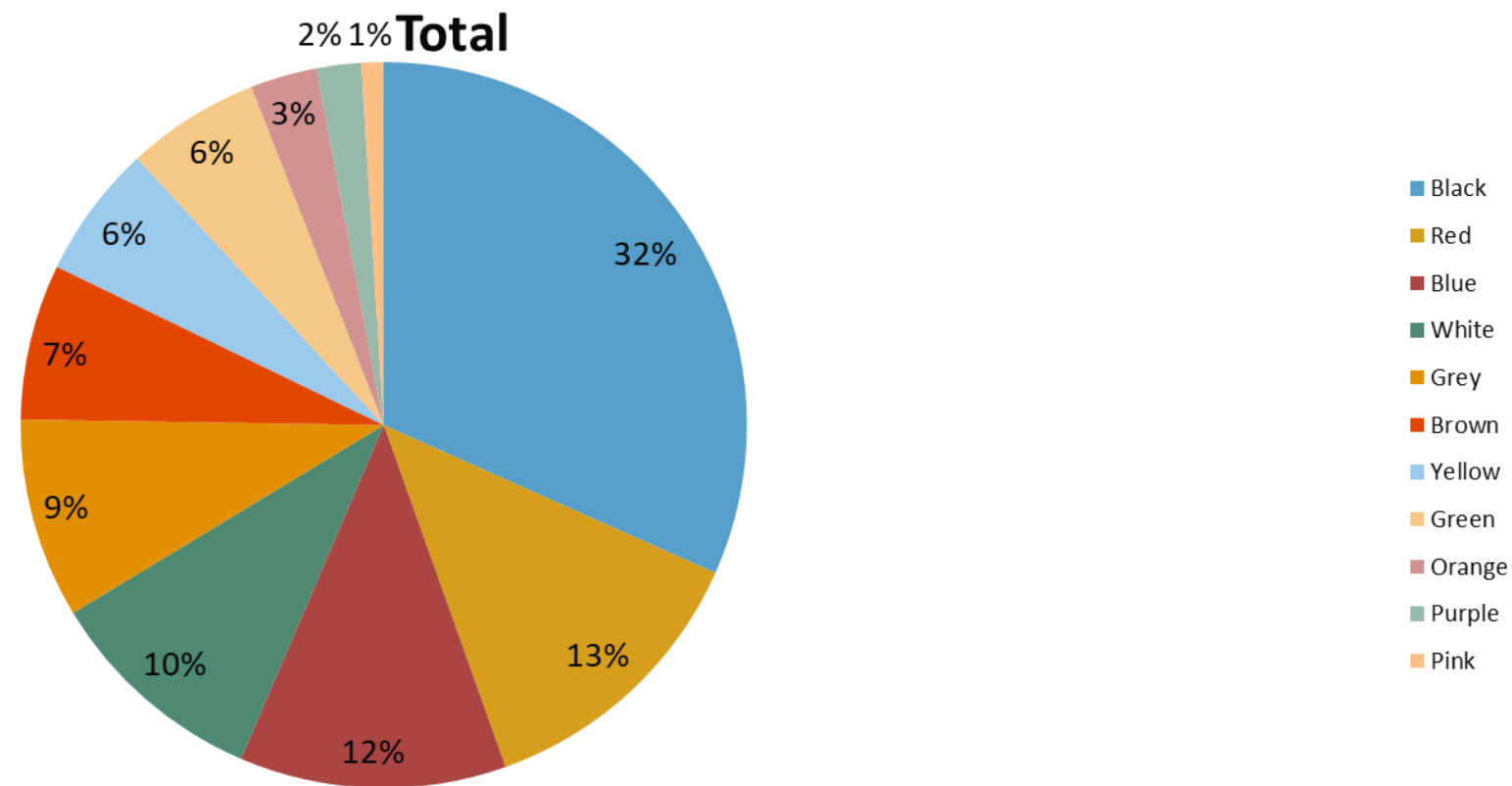
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries: Fashion?*



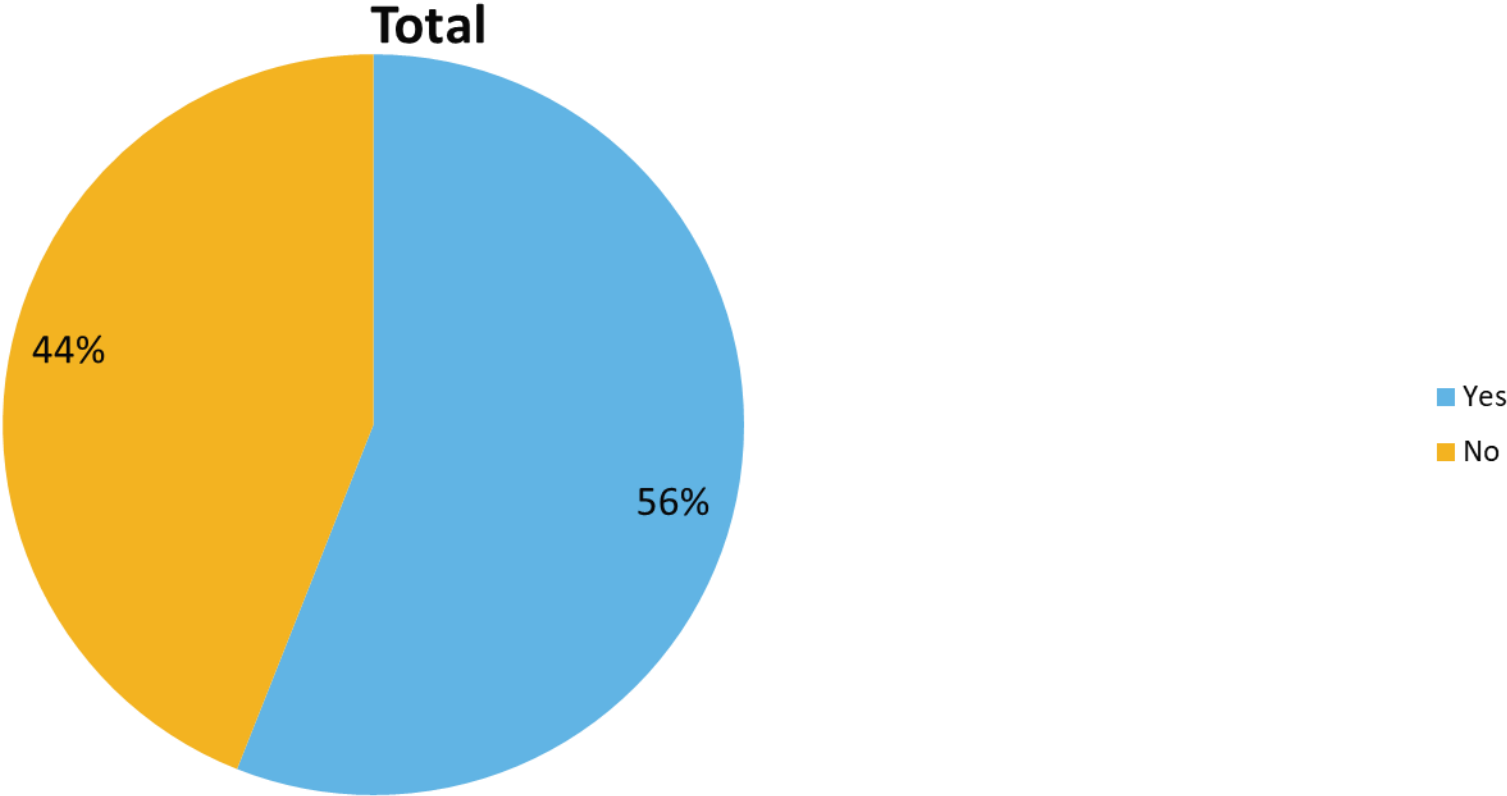
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries:*
Technology?



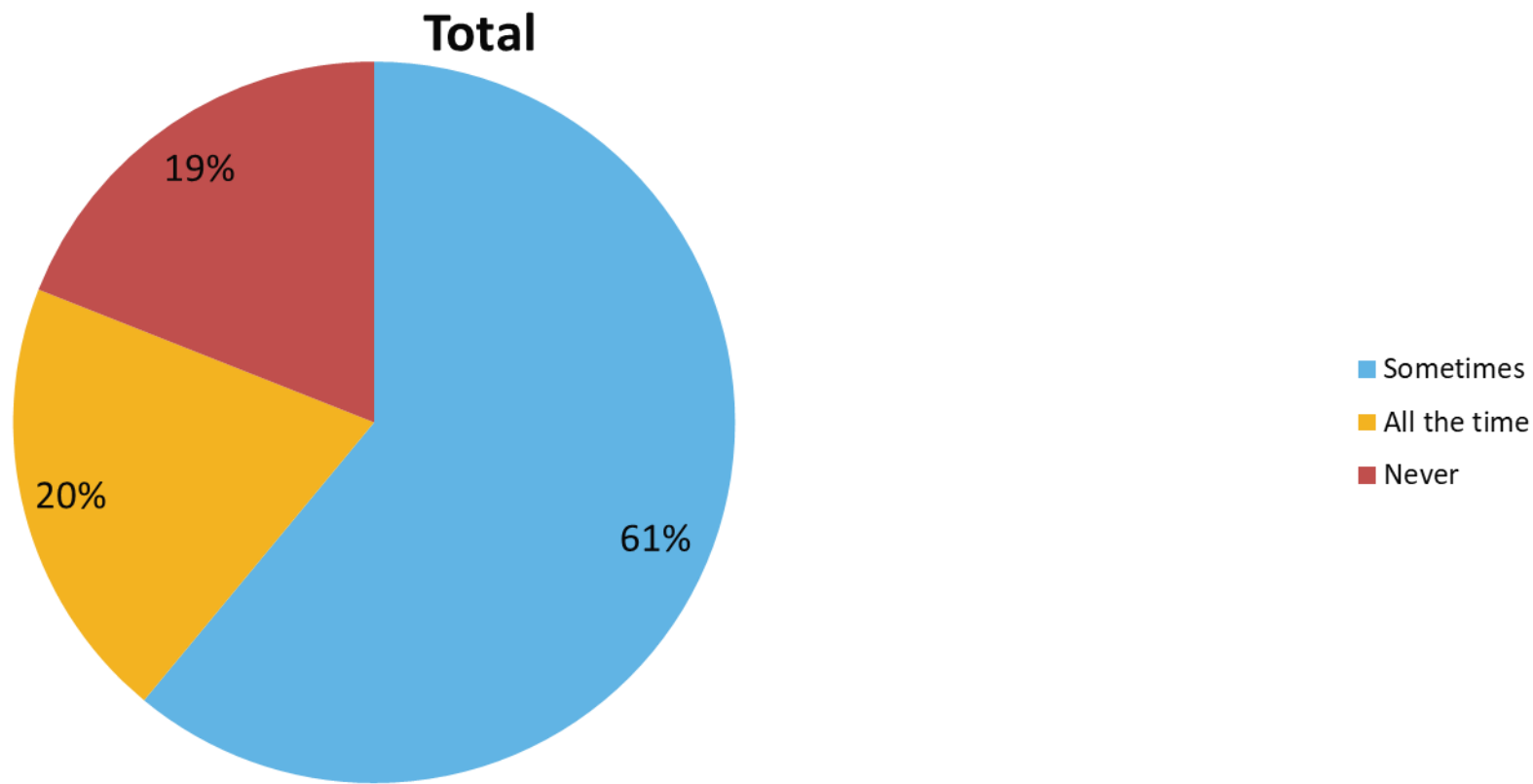
Q8. Grid question: *Which colours do you think make you trust a brand more in the following industries: Legal?*



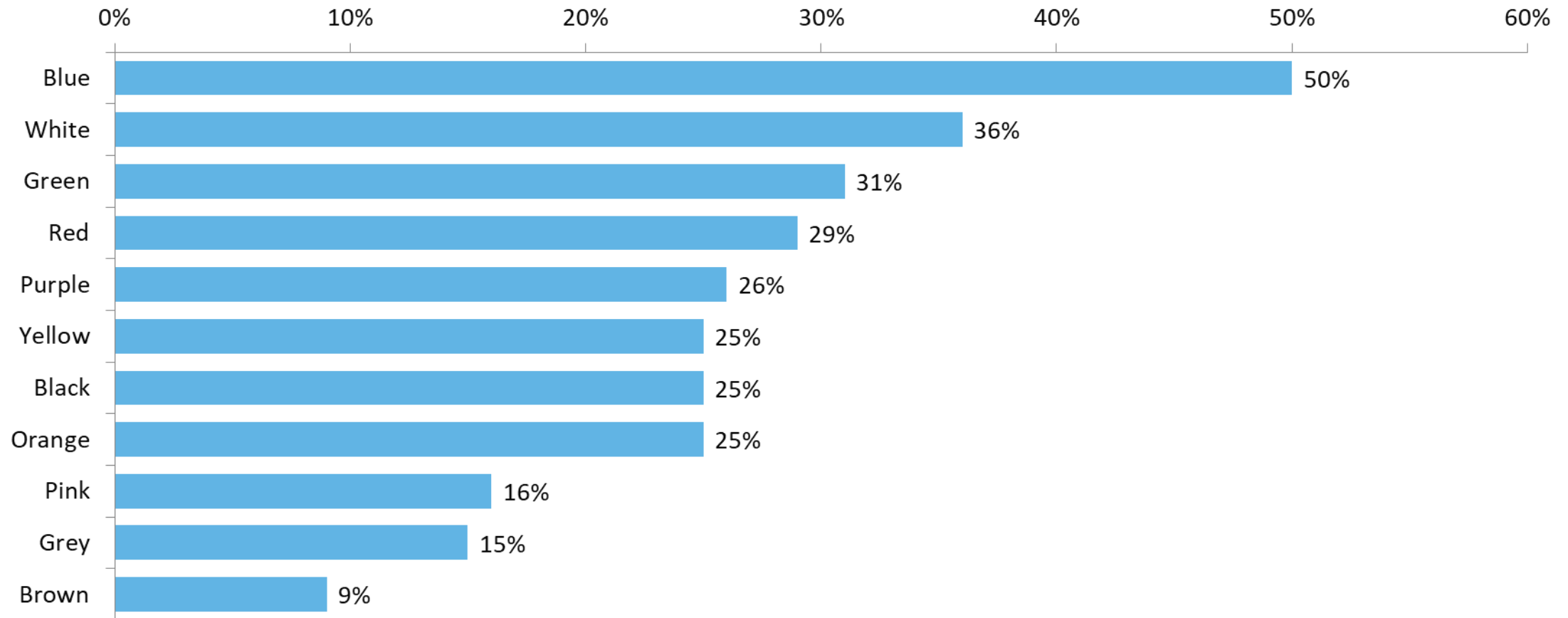
Q9. Do you think that the colour of a product or brand influenced you to choose it over another?



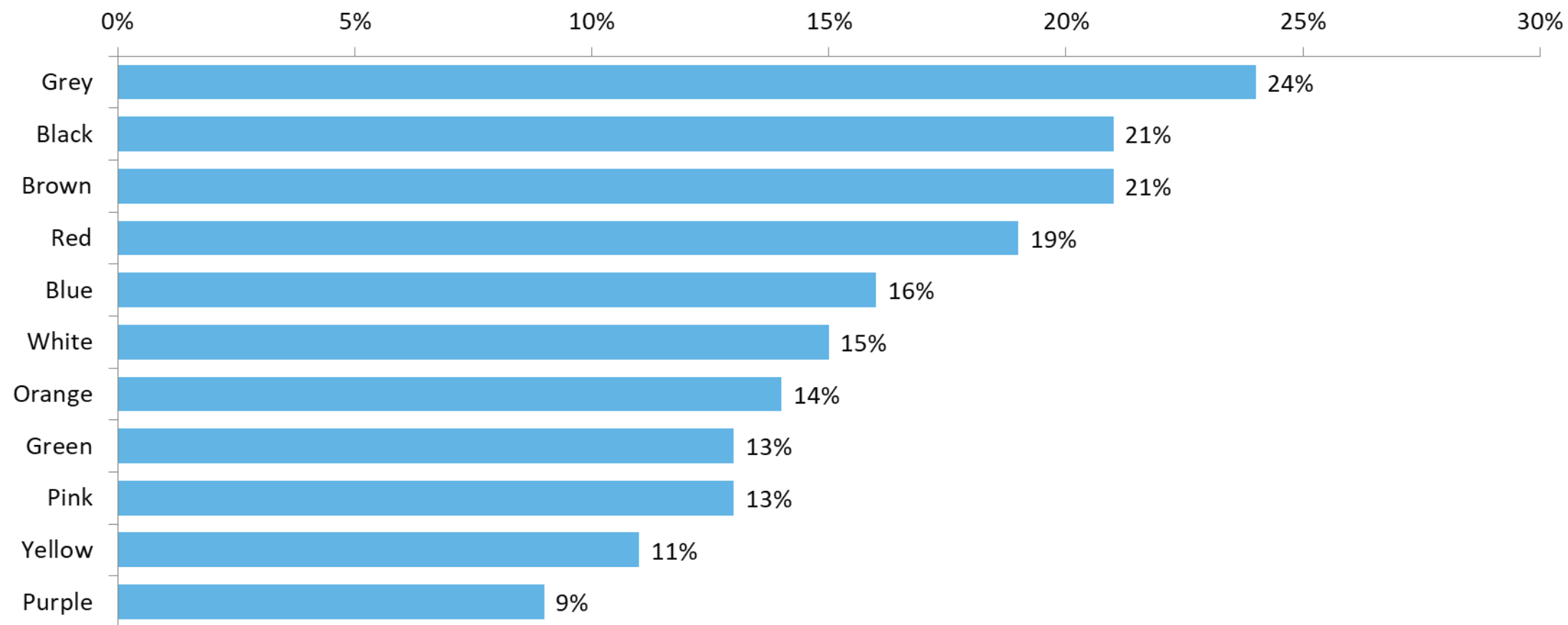
Q10. *How often do you feel emotionally drawn to a product because of its colour branding?*



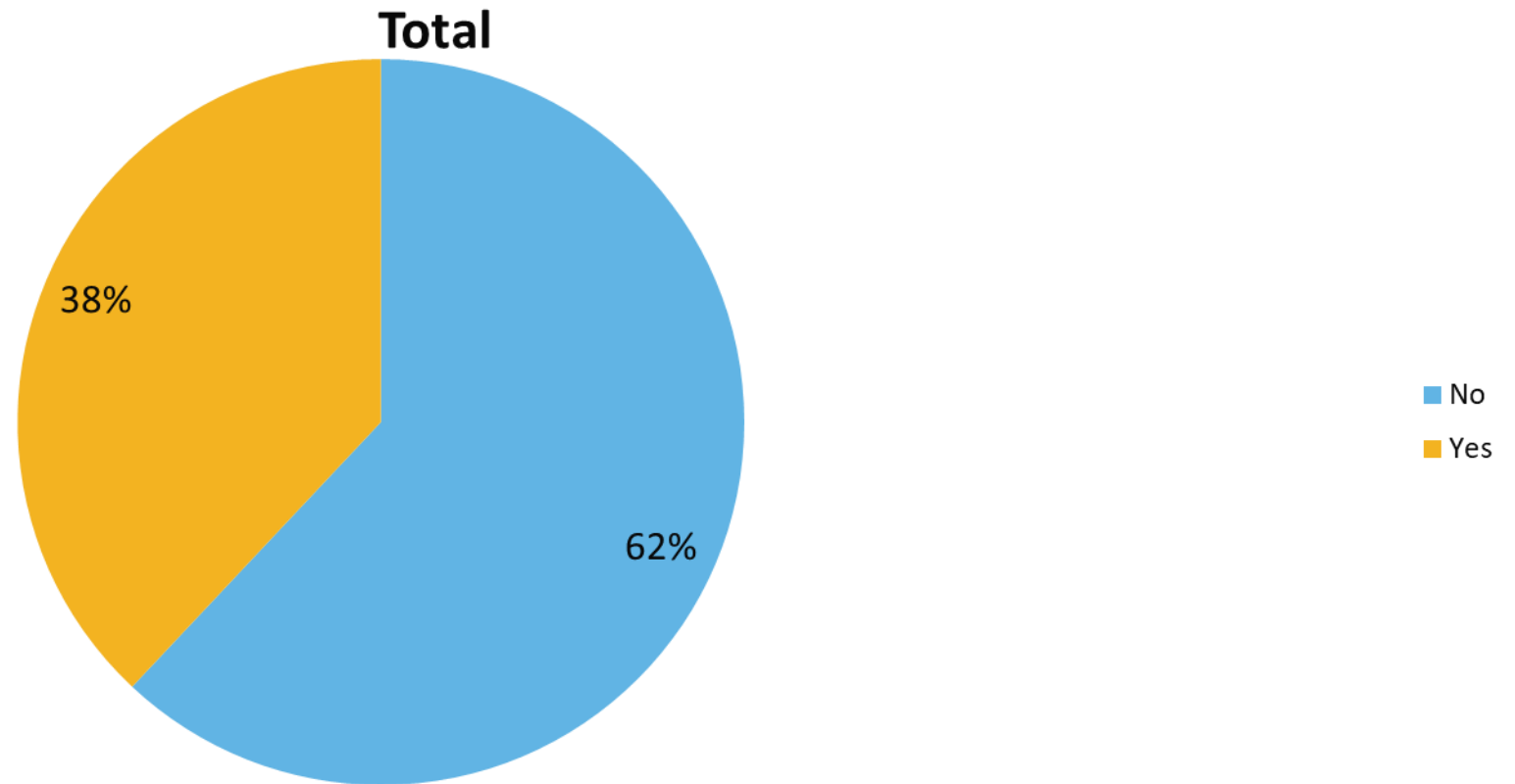
Q11. Which colours do you feel reflect modern, innovative brands?



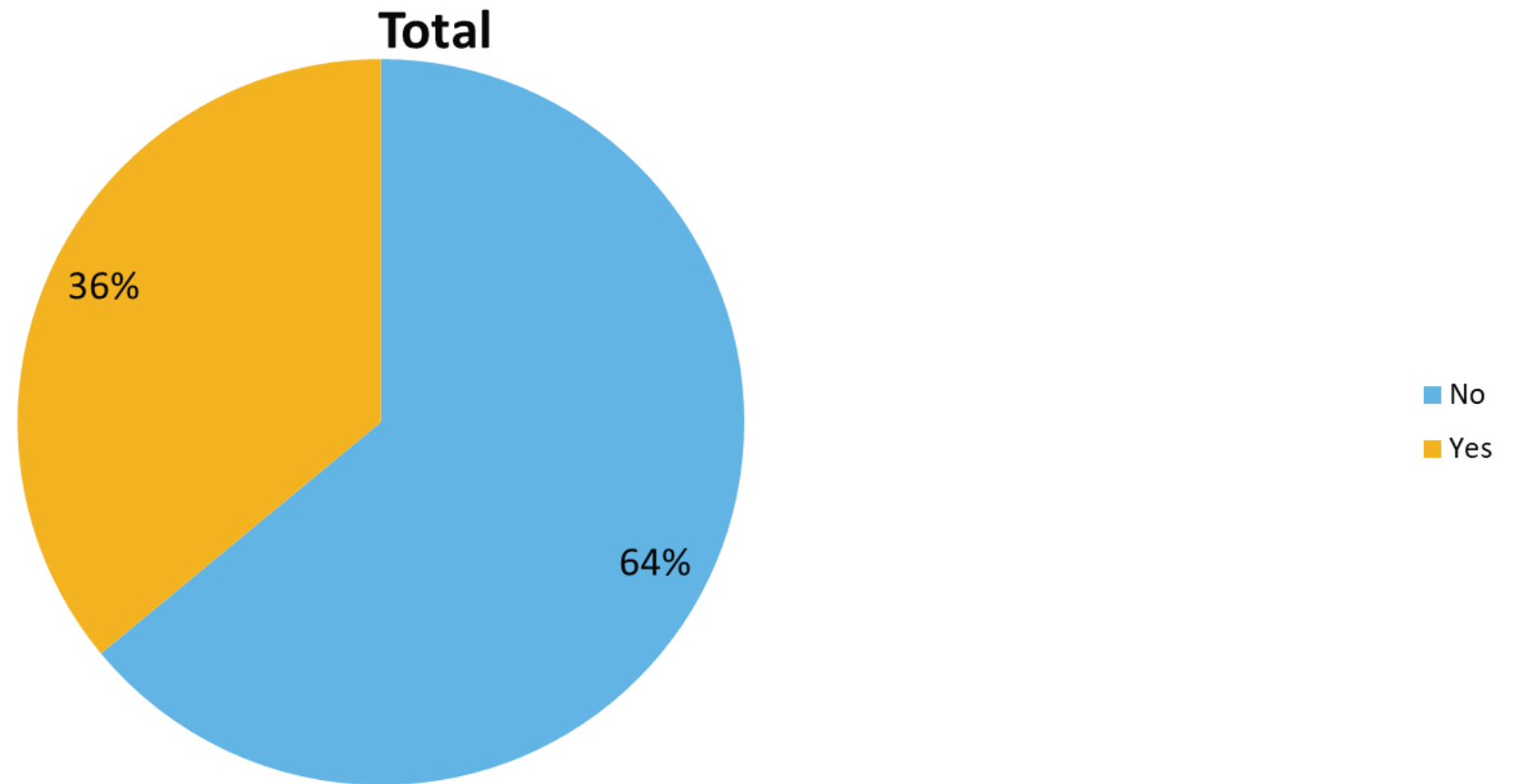
Q12. Do you believe certain colours are outdated or overused in brand marketing? If so, which?



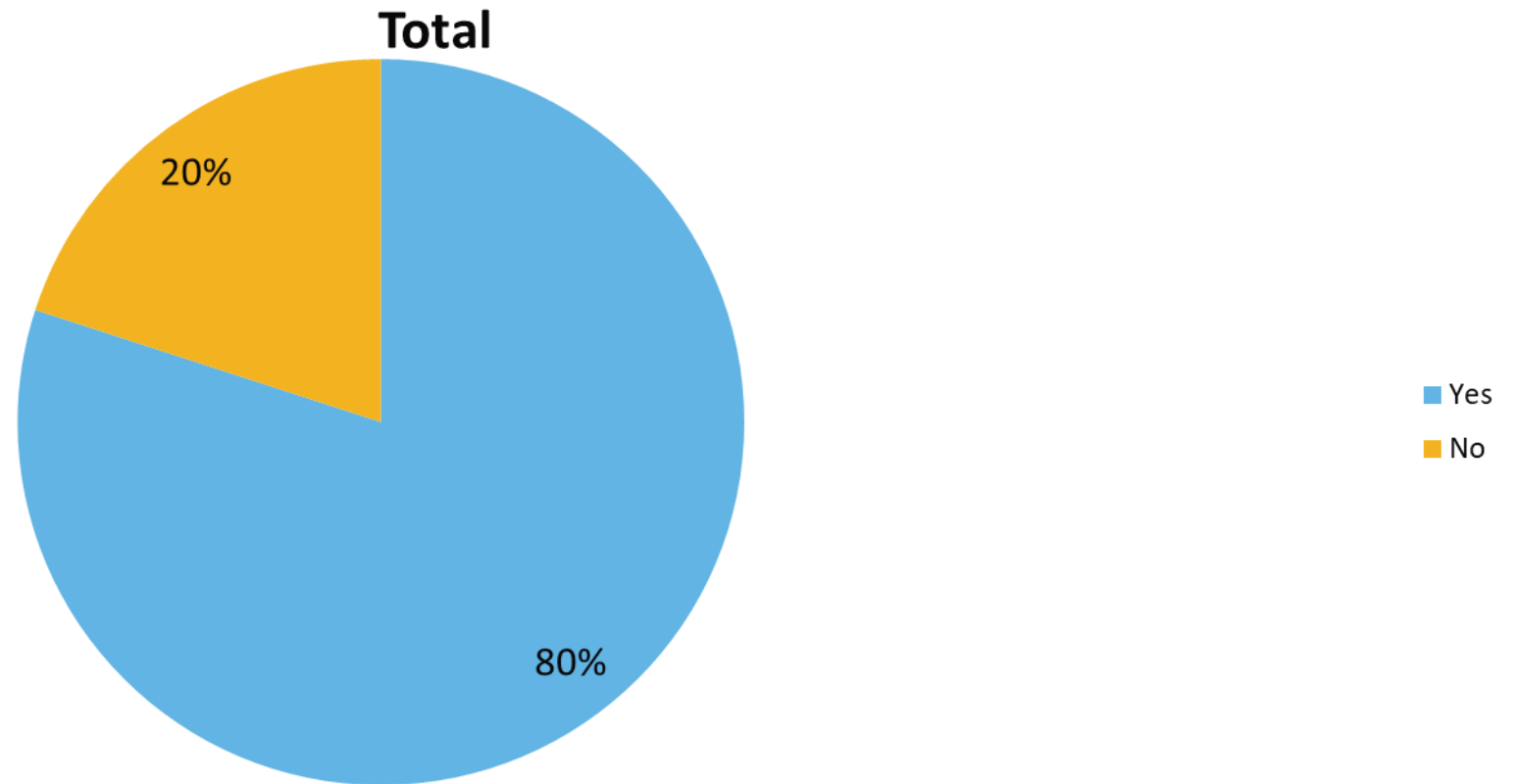
Q13. Have you ever trusted a brand more or felt disconnected from a brand after it changed its visual identity or colour scheme?



Q14. *Have you ever avoided a brand because you disliked its colour scheme?*



Q15. *Do you think bright or bold colours are more effective in grabbing attention compared to neutral tones?*





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