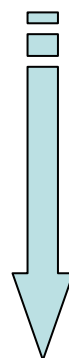**Why I should use colour ?**

Experience the most cost effective printing solution for your short-run colour labels!

Think Quality - Choose VP485

1. Introduction

2. Identify a caracteristic of goods

3. Include pictograms & logos

4. Include a real picture of goods

5. Include a sample of application, assimilate a sense, evoke a recall, …

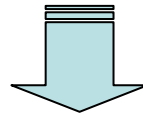More info at: *www.vipcolor.eu*

1. Introduction

The human capacity to distinguish between colors is a result of millions of years of evolution brought on by factors like adaptation to habitat, to way of life and the combined perception of each generation in order to protect themselves from danger as well as make decisions regarding their surroundings and survival.

We often associate certain behaviors as a result of certain colors dominant in the environment. Red for passion, yellow for something that makes us think happy thoughts, others think that orange has a certain aphrodisiac quality, pink is usually thought of as feminine, blue for masculine sometimes for something cold, green for nature and generally thought of as a very relaxing color like blue, brown for earthy, purple as the color of royalty.
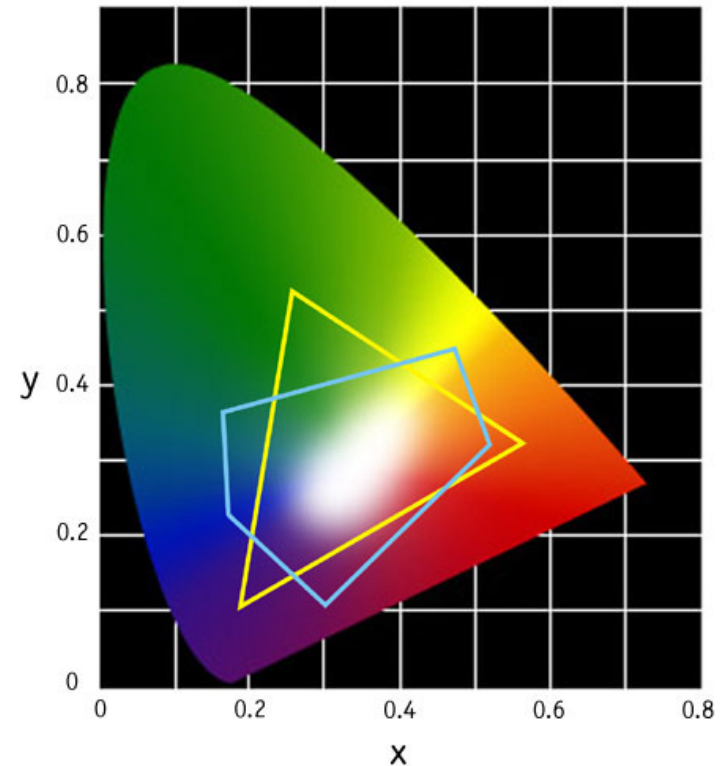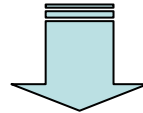
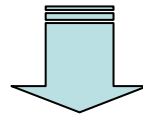How colour could help on labelling & identification:

1- Identify a caracteristic of goods

2- Include pictograms & logos

3- Include a real picture of goods

4- Include a sample of application, assimilate a sense, evoke a recall

2. Identify a caracteristic of goods

Colour coding is already a technique used in the industry, the objective is to help to identify a characteristic of goods … i.e. Safety & Health Organizations

Workplace hazards need to be marked to alert employees to the dangers that exist in a facility or area. Depending on the specific workplace situation, different regulations could apply. The Occupational Safety and Health Administration (OSHA) requirements are often non-specific with regard to size, color and wording of markings. To provide uniformity among organizations and industry, the American National Standards Institute (ANSI) has designed color schemes and sizes for marking hazards. (See EZ Facts Document No. 201.) The color code identifies the type of hazard, which helps the employee identify the level of severity. It is meant to reduce the possibility of injuries. OSHA outlines the color code for marking physical hazards in 29 CFR 1910.144. In areas where OSHA does not cite specific requirements, the ANSI standard is followed. The following chart represents the color codes of both ANSI (Z535.1-1998) and OSHA.

COLOR	MEANING	APPLICATION
RED	Danger	Safety cans, signs.
	Stop	Emergency stop bar or button on machinery. Identification of fire equipment.
FLUORESCENT ORANGE, ORANGE-RED	Biosafety	Labels and containers for blood and infectious waste. (Warning labels must be fluorescent orange or orange-red with the biosafety symbol in a contrasting color.)
YELLOW	Caution	Tripping, falling and striking hazards. "Flammable, Keep Fire Away" labels on cabinets. Safety cans, containers for explosives, corrosives or unstable materials.
ORANGE	Warning	Parts of machinery or energized equipment that may cut, crush or otherwise injure. Inside of transmission guards for pulleys, gears, etc.
GREEN	Safety	Location of first aid equipment. Location of safety equipment; respirators, safety showers, etc.
BLUE	Information	Signs, bulletin boards. Specific railroad warnings against starting, using or moving equipment being repaired.
BLACK, WHITE, YELLOW OR COMBINATION OF BLACK WITH WHITE OR YELLOW	Boundaries	Traffic or housekeeping markings. Stairways, directions and borders.
MAGENTA OR PURPLE ON YELLOW	Radiation Caution	X-ray, alpha, beta, gamma, neutron and proton radiation.

Colour coding help us as is a natural mechanism to identify differences, the pallet on the right has a wrong box on it … one of them is size "6" instead of size "5", even on long distance, even no barcode readers or RFID system, we are able to identify it …

COLORS

Studies show that on average shoppers take just five seconds to locate and select a given product, generally at a distance of from three-to-six feet. Locating that product occurs when it is visible to the passing shopper. Here visibility is measured by contrast and the physiological driver that creates contrast is color. Color is one of the brain's three visual pathways and, since we process every object within view simultaneously, color is the mechanism that places emphasis on certain areas. In addition to enhancing on-shelf visibility, **the appropriate use of color can increase brand recognition by some 80%,** while also serving as an important brand identifier.

SHAPES

While color works on one level, it is not the only factor leading to product selection. Memorable shapes also initiate a cognitive process of evaluation and brand preference. Shapes often determine the first impression of a product while metaphorically communicating key benefits and advantages. In combination, color and shape combinations can signal quality, while enhancing perception. For instance, symmetrical shapes pair well with passive colors… triangular and diamond shapes with active colors. **Color /shape combinations can also communicate brand personality**, so like color, the use of shape in brand identity and design plays a role well beyond on-shelf visibility.

RETAINER KIT
SKF-56

56

REF.: RETKIT SKF-56

Thread & Pitch: M4 0.7
Sheet Thickness: (mm) 1.5
Torsional Resistence: (Nm) 5.2
Pushout: (Nm) 1847
Materials:
 - Satinless Steel

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Use color coding to identify sizes

GIASS

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SIZE
8

3. Include pictograms & logos

Why I should use colour ?
2- Include pictograms & logos

Brand's logo

Pictograms, according to European or local laws

Case of success:

Medicine labels incorporating pictograms: do they influence understanding and adherence?

Patient Education and Counseling (2005)

The objective was to determine the influence of medicine labels incorporating pictograms on the understanding of instructions and on adherence. Eighty-seven Xhosa participants attending an outpatient clinic who had been prescribed a short course of antibiotics were randomly allocated to either a control group (41 participants given text-only labels), or an experimental group (46 participants given text + pictogram labels). All participants had a maximum of 10 years of formal schooling. Follow-up home visits were conducted after 3-5 days to assess understanding of instructions and to evaluate adherence. A high adherence of greater than 90% was found for 54% of the experimental group, compared with only 2% of the control group. Average percentages for understanding in the control and experimental groups were 70% and 95%, respectively, and average adherence was 72% and 90%, respectively. **The presence of pictograms was found to contribute positively to both understanding of instructions and adherence.**

Why to use colour ?

The "Food" part of the Food and Drug Administration (aka, FDA) lately seems more interested in promoting public health and safety than the "Drug" part.

The "Traffic Light" system adopted by the UK Food Standards Agency left.

More and more industries as starting to use logos & pictograms to classify their products: based on EU/National regulations, or internal brand regulations.
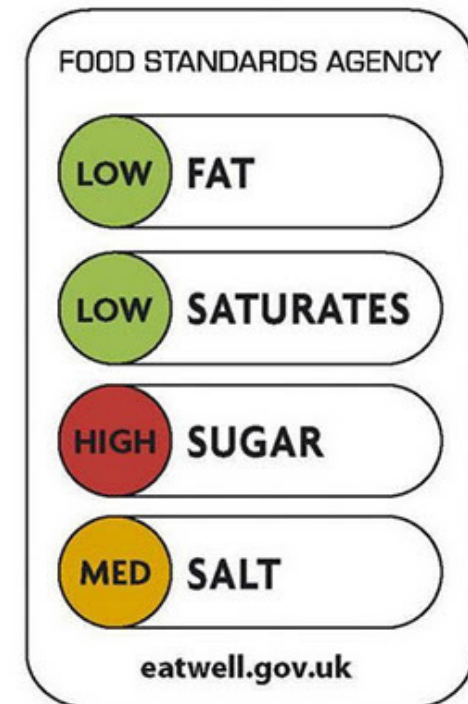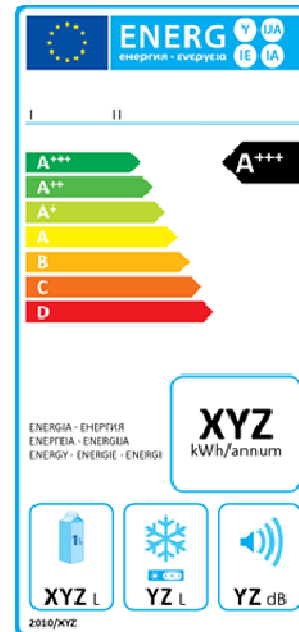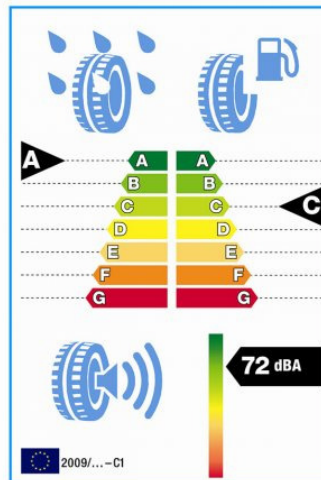
4. Include a real picture of goods
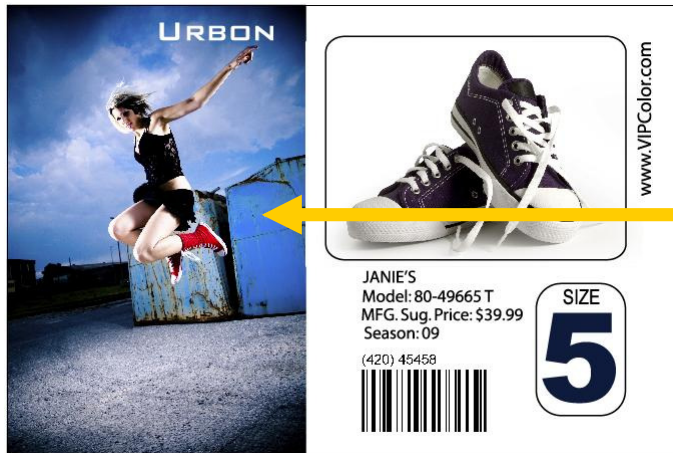
Use a real picture of goods included in the box, it helps to identify it.

**5. Include a sample of application, assimilate
a sense, evoke a recall, …**

Why I should use colour ?
4- Include a sample of application, assimilate a sense, evoke a recall

Sample of application, assimilate a sense, evoke a recall, … it make the product more attractive.

Why I should use colour ?
4- Include a sample of application,
assimilate a sense, evoke a recall

Same product, but with different tastes / smells: the use of picture of the taste /
smell helps our brain to identify it quicker and better than only a text.