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DEANE B. JUDD and GUNTER WYSZECKI John Wiley &  
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Color in Business, Science, and Industry. Deane B. Judd. New York: Wiley; London: Chapman & Hall, 1952. 401 pp. \$6.50

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Unicorn Colors. Out of the largest 50 unicorns, tech startups

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that have achieved valuations of \$1 billion or more, the most common primary branding color was black or grey. A total of 38% of companies, including stalwarts like Uber, Vice, and WeWork, rely on these hues for their outward appearance. Blue is well-known as a strong business color, and it is no surprise that 20% of the top 50 unicorns focus on blue as their primary branding color.

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Orange color. Using orange in business suggests adventure, fun and travel. It is a beneficial color for hotels travel companies and resorts and can stimulate social communication. Orange is friendlier, approachable and less aggressive than red. Its negative color meanings in business include loud, raucous and frivolous. Yellow color. Color experts recommend yellow for use in children's industry as this color's meanings include stimulation, creativity and wisdom.

## **Color Meanings in Business Branding - Industry-Specific**

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Color in Business Science and Industry by JUDD DEANE B.

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## **Color in Business Science and Industry by Judd Deane B**

...

One of the most influential elements of a business's brand when creating graphics, that range from a logo to a brochure, is colour. Yet whilst mulling over their options many businesses can overlook the fascinating influence that colour psychology may have on their choice. The psychological effects of colour are all around us – from red being used within road signs as warnings, to yellow being the colour used within Easter cards and right onto the greens that appear to point us to safety

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## **The Psychology of Colour in Business - CF24.7 blog**

Color Theory Explained for Marketers and Small Business Owners. When designers make choices about color, their decisions are informed by science. And where hard data is not available, consensus becomes the foremost guide. Collective wisdom also dictates which color combinations seem to harmonize or clash unpleasantly.

## **Color Theory for Marketers & Small Business Owners ...**

All well and good but how is this relevant to business? According to Forbes customers make a purchasing decision within 90 seconds and between 62 and 90% of that judgement is based on the colour of the product. Now, that's

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a pretty wide margin but assuming we attribute the lowest figure ie 62%, that is still indicating that over half the ...

## **The Importance of Colour Psychology In Business**

Additional Physical Format: Online version: Judd, Deane Brewster, 1900-1972. Color in business, science, and industry. New York, Wiley [1963] (OCoLC)644078764

## **Color in business, science, and industry. (Book, 1963 ...**

In summary, color science is serious business. It may very well be one of the greatest tools we have to detect harmful substances (and evil minds) as well as to create a new world of vision. For more information, e-mail John J. Stapleton - JJSTAPLE@aol.com Color & Energy Matters

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## **Color & Science - Color Matters**

Judd was the author of Color in Business, Science, and Industry, published in three editions, the latter two in collaboration with G. Wyszecki (the third published posthumously). He is the author of more than 200 articles. A selection of 57 of these was published by the NBS in 1979. See also

## **Deane B. Judd - Wikipedia**

Business Overview "Color Science Inc" of Santa Ana, CA 92707 operates primarily in SIC Code 2865 - Cyclic Organic Crudes and Intermediates, and Organic Dyes and Pigments and NAICS Code 325194 - Cyclic Crude, Intermediate, and

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Gum and Wood Chemical Manufacturing. Color Science Inc is a small-sized business with medium revenue, that is well-established in its industry.

## **Color Science Inc - ZIP 92707, NAICS 325194, SIC 2865**

So studying color in marketing, the ultimate persuasion business, seems ripe for fascinating insights. Here's a dive into some of the latest research on the topic. I can't think of a longer-lasting, higher-stakes design decision than choosing your logo design and palette, so colors of major web brands seems a smart place to start this exploration.

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