Phoenix Premier Acquisitions Investigates How Colour Can Boost Productivity in a Working Environment

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It was recently reported that exposure to certain colours can boost productivity, happiness and creativity in the workplace. Outsourced sales and direct marketing firm Phoenix Premier Acquisitions investigates further.

Colour theory is something that shouldn't be overlooked.Brands need to consider the influence of colours when it comes to design and branding.

About Phoenix Premier Acquisitions: http://www.phoenixpremieracquisitions.co.uk/about-us/

Orange

One of the main colours in Phoenix Premier Acquisition's logo, orange, is the go to colour for high energy.Research has shown that orange is said to boost creative performance.It also symbolizes endurance.

Blue

According to Dr. Sally Augustin of consulting firm Design With Science, teal and aqua colours evoke a sense of trust and calmness, because of this, these colours work well in a detail-orientated places such a law firms.

White

When paired with natural light, white has the ability to make a space look bigger.It also promotes creativity according to designer Kerrie Kelly.

Red

Often seen as the colour with negative associations including rage, the colour increase heart rate, therefore it is a good colour choice for areas where there will be physical activity such as gyms.

Yellow

Another prominent colour in the Phoenix Premier Acquisitions logo, Yellow is the colour most associated with sunshine.People associate yellow with sun and happiness.Designer Kerrie Kelly states that “when you look at yellow, you feel a sense of optimism".However, yellow can also cause eye fatigue as it reflects a lot of light.

Purple

Purple is the colour that relates to the imagination and spirituality. It stimulates the imagination and inspires high ideals.

Pink

Pink represents compassion, nurturing and love.In terms of colour psychology, pink is a sign of hope. It is a positive colour inspiring warm and comforting feelings, and a sense that everything will be okay.

Green

This is the perfect colour for environments where creativity is needed. Emaralds and jades have been proven to boost creative thinking.Dr. Sally Augustin stated that green is a good colour to use in spaces where people are trying to encourage brainstorming.

Phoenix Premier Acquisitions have considered the research and are looking to make their work environment more vibrant to instill a culture of high efficiency and motivation.

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People need to be conscious of the effects that colours can have. Companies must take into account the associations with certain colours when designing an office.

Phoenix Premier Acquisitions is an outsourced sales and marketing firm based in Southampton. The firm delivers a unique face-to-face marketing service through their promotional event campaigns. Working on behalf of their clients' brands, the firm takes these personalised campaigns directly to consumers and the one-to-one interaction often leads to long-lasting and personal relationships. In turn, this increases customer acquisition, brand awareness and brand loyalty for their clients.

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