

# Analysis of the Emotional Expression of Packaging Color and Application of Corporate Image

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**Abstract.** The packaging color of goods is the first impression of goods for people and has a great influence on the purchasing behavior of consumers. This paper will discuss the combination and application of enterprise standard color and packaging color by analyzing the simplification trend of the modern commodity packaging, packaging color of different kinds of goods and emotional expression of color itself. Thus, the role of packaging color can be played to the utmost extent.

## Introduction

With the improvement of the social economic level, the material demand of people is satisfied greatly. Meanwhile, consumers pay more attention to the spiritual demand. When they select goods, they not only look at the practicability of goods, but also look at goods' design, shape and other factors. Also the packaging of goods is not only for the purpose of protecting goods, but also for the storage and transportation of goods.

Color has a strong visual impact on packaging design. It can endow goods with spirituality and aesthetic perception. Meanwhile, it can enhance the appeal of goods image and recognition and memory of consumers for goods and also it can arouse the purchasing desire of consumers[1]. Through the packaging color, the connotation of goods can be embodied and the emotion of goods can be expressed so as to present the quality and characteristics of goods. Therefore, researching the packaging color of goods can provide reference for modern packaging design.

## The Importance of Packaging Color

According to the survey, the American research center for popular color come to a conclusion that there is a "seven seconds law" when people select goods. When people face various goods, they can make sure whether they are interested in these goods in seven seconds. However, in the short seven seconds, the role of color accounts for 67%.

Different colors can cause people's different feelings. Excellent and accurate packaging color design can meet the emotional needs of the consumers, also can realize the communication and interaction of ideas and emotions between designers and consumers[2]. Therefore, commodity producers should pay attention to goods' packaging color and let the packaging color fit the characteristics and orientation of goods. Thus, their own goods can stand out from various goods.

## Emotional Expression of Modern Packaging Color

**Simplification Trend of Modern Packaging.** The modern packaging design advocates the design concept of simplification, and it is also called the extremely simple style. The concept of simplification actually is a kind of design principle. It uses fewer design languages to expand the deeper and wider connotation of design objects and it is a method to realize more demands. The real connotation of simplification is to use little but contain much[3]. Minimalism is the simplicity rather than simpleness. The seemingly simple graphics will show the comfortable and simple visual perception after arranging the colors and characters carefully. And this is the direction of the modern packaging design: less is more. Minimalist packaging design can present more prominent information, which can give the most intuitive information transmission to people. Thus it can give

consumers a profound impact and memory.

The style of modern packaging design focuses on symbols instead of real objects. Concise symbolic language can enhance the sense of design, and also symbols can break the limit of language and culture to let the packaging possess the characteristics of internationalization. Based on the popular symbolic style, flat design style is more and more popular. Through the combination of colors, miscellaneous and unnecessary decoration can be removed. Thus, a minimalist visual effect can be created and it gives consumers a better visual experience.

With the popularity of flat and minimalist style, the choice of packaging color is particularly important. Symbolic language should cooperate with proper colors. In that way, it can develop its own connotation. Flat design can present the three-dimensional sense through the change of the brightness and hue of colors so as to give people a rich visual impression. The modern packaging design can present its own personalized characteristic through the rich application of the color under the concept of simplification.

**The Characteristics of Commodity Packaging Color for Different People.** People of different ages and sexes have different preferences for colors.

Children like bright and lively and colors. Women mostly like bright colors with warm colors. Men mostly like dark colors with cool colors. Therefore, the marketing strategies of different products should work out different packaging colors aiming at the different preferences of different target population.

**The Characteristics of Packaging Color of Different Kinds of Goods.** Different kinds of goods are also greatly different in the choice of package colors.

Food packaging color has high lightness and is based on warm colors mainly because orange, red and other warm colors can stimulate the people's appetite and promote the purchase. Food packaging colors are mostly based on the solid color of the goods themselves. For example, the packaging of milk is mostly white and the packaging of black chocolate is mostly brown. In addition, people also form the cognition of the relationship between color and taste. For example, when people see red food packaging, they will think of the taste of strawberry, cherry or pepper; when they see purple food packaging, they will think of the taste of grape, blueberry, etc.

Cosmetics mostly take solid colors with high lightness and bright colors as the packaging colors. For example, the color of whitening products packaging is mostly white; the color of skin care products with natural herbal formula is mostly green. The packaging color of female cosmetics is bright. The packaging color of male skin care products is mostly black, gray, etc.

The packaging color of electronic products is mainly based on pure color. They seldom use bright color. They are mainly based on dark color, pure white, etc so as to show the specialization and preciseness of electronic products. For example, minimalist white packaging of Apple products has become one of the Apple's symbols. Combined with the requirements of packaging design and commodity attributes, the adoption of the black, white and gray packaging will show the eternal beauty of the goods[4]. Solid color packaging or original color packaging paper which belongs to the class of kraft paper is not easy to be abandoned by fashion (as shown in figure 1). The replacement of electronic products is fast, and it requires a lot of manpower, material resources and financial resources to design new packaging which is completely different from the previous ones. Therefore, the packaging of electronic products should be tuned finely in the original style and add elements of new products to form a new product packaging.



Figure 1

For different audiences and commodities, manufacturers should choose different packaging colors. Different colors form different visual impressions. For example, the yellow, orange and green packaging with high lightness can give people jumpy and energetic feeling; black, white, gray packaging can give people concise and plain feelings. Combinations of different colors also collide with different color feelings. The combination of black, gold and silver can give people a feeling of high-end and atmosphere.

In the design of the monomer, we should not only deal with the whole color of a single package, but also pay attention to its multidimensional continuous display effect and visual effects at long distance[5]. For the same series of goods, we should pay attention to the integrity of the packaging color of the series of goods. Thus consumers can clearly identify the same series of goods in a large number of goods. Enterprises can use differentiated colors. That is the packaging color of commodities in the market, so that their own commodity packaging color is different from similar goods.

### **Combination of Packaging Color and Corporate Image**

The packaging color of commodity should combine with the image and standard color of manufacturing enterprises. The packaging color of commodity can mostly adopt the standard color of enterprises to enhance the identification of brand and also it is conducive to remembering the brand for consumers, such as the red packaging of Coca Cola. All this time, although the outer packaging of Coca Cola has changed, the iconic red has not changed. People have connected the Coca-Cola with “Coca-Cola Red” closely and the two complement each other.(as shown in figure 2)



Figure 2.

Color as an important part of the corporate image, runs through the whole process of the enterprise brand planning. So in the packaging design of goods, color should be selected according to the standard color, dominant hue and auxiliary hue of CIS system of enterprises to highlight the image and brand of the products, deepen the identification and persuasion of goods, so as to enhance the status of the goods in the minds of consumers[6]. Building up the relationship between

commodity and brand through packaging color is conducive to popularizing the brand itself and other products.

Enterprises should design the packaging color of commodities according to enterprise standard color and combine the enterprise standard color with commodity packaging color. In that way, it will be conducive to constructing the relationship between commodity and brand in consumers' mind. When it promotes the sales of goods, it can also deepen consumers' cognition for the brand and is conducive to establishing a brand image.

## Conclusion

Packaging color is an important factor that affects people's purchasing behaviors. Different colors convey different emotional information. Currently, the concise style is very popular, so the packaging design should follow the trend and choose the most appropriate packaging color according to the product. At the same time, the connection between enterprises and commodity packaging color should be considered. Combined with enterprise standard color, the connotation of a brand can be embodied in packaging color. Thus the good brand image can be constructed.

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