Color Psychology for E-Book Cover Design

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By Jill Black

By Jill Black

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Disclaimer

This information is intended as a guide only for educational purposes.

There are no hard and fast rules when it comes to using color as a design element. Color affects people differently for different psychological and cultural reasons.

Have fun and experiment with different combinations the next time you use color…

How to use this e-book

This e-book is created in **PDF** format using Adobe Acrobat 5.0.
PDF files have a convenient way for reading this document on screen that you will not find in a printed book or a web page.

Text underlined in blue http:// or www denotes an Internet address. If you are connected to the Internet at the time, then click on the link, and the web page will be opened.

Text coloured red or another colour is simply for word emphasis and document clarity.

Contents pages

You can click on any of the **chapter contents** and **subheadings contents** or their **page numbers** and you will immediately be taken to the relevant subject page.

Navigating features

The **Acrobat Reader** automatically opens this manual.

There are two ways to change the size of your page:

a) Sizing

At the bottom of the Acrobat Reader screen there are sizing controls.
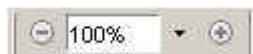
Click on the left control to change the size of the screen.

b) Icons

Three icons are found at the top of the screen.

To choose the best viewing option click on each view to increase or decrease the page size.

Navigation panel

On the left hand side of the screen is the bookmark panel. The screen may have opened with the bookmark panel showing. If not you can open or close this panel using the bookmark panel.
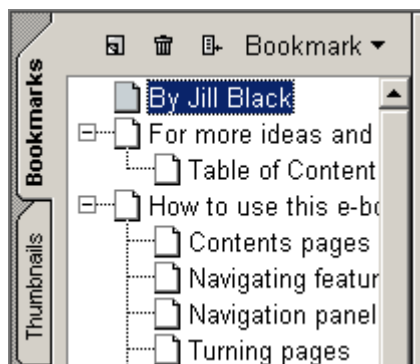
You can use this panel to navigate around the book without returning to the table of contents each time.

Turning pages

There are four ways to turn a page in a PDF file.

a) Use the **scrolling bar** at the right hand side of the screen.

When you click the **cursor** on the **scroll button** the page number shows in a small window.

b) Top Icons

Click on the buttons to move forwards or backwards.

c) Bottom Panel

Use the sides of the page window counter to 'turn' the page forwards or backwards

d) Use the forward, back, up or down **Arrow keys** on your keyboard.

Returning to Previous Pages

Click on the icon to return to the **previous page view**.

Note:

The following information can be applied to your web site design elements as well as to the psychology of colors in e-book cover designs.

Used properly, the science of color is a powerful tool in your marketing strategy, being the first thing we notice and the last thing we forget.
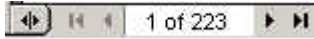
You have about $1/6^{th}$ of a second (although some say it is more like 3-5 seconds) for your design elements to make an impact on your potential purchasers before they accept or reject the message your colors are conveying.

Within each of the colors available there are limitless variations of hues and intensity.

It can take a lifetime to understand the subtle distinctions among color ranges, but just knowing the general meaning of each color will help you choose the color thrust for the market you are intending to reach.

Thoughtful use of color for everything from your web site design to your e-book cover advertising design can define the mood for your potential customers and visitors to your site (the showcase for your e-books), as well as reflecting your own identity and branding through images and logos.

Sales are after all the primary reason you have established your web site…at least this is true in most cases.

Introduction

The purpose of designing your e-book cover is to sell e-books with every element of its creation aimed towards this goal.

Your e-book cover is an extension of your book and is never considered as a separate element.

The color of the cover sets the tone, foundation, mood and evokes subtle powerful emotional feelings that increase your chances of making a sale making it a real object for your viewers with real value.

The competitive advantage and selling power of color comes from its ability to communicate emotion. Color establishes an instant feeling and connection with your e-book acting as a psychological trigger about the essence and its possible contents.

When designing e-books and e-book covers (or your web site) most people concentrate on the design (graphics and logo elements) and the content, not paying much attention to the psychological association we have with color.

In marketing, red, blue, and brown and shades within these colors have been found to be the safest colors to use on the Internet.

Red is generally perceived as an empowering color by your e-book readers.

Blue is generally the first choice when appealing to people who are sensible and responsible. This is why so many business professionals use blue.

Brown is used when you want to give the impression that you are stable and solid and the information you are offering is stable and solid information.

As simple as it may sound the color thrust of your e-book can open the initial door to your buyers heart much quicker than mere words can.

Special note: There is however an exception to this statement… a certain percentage of the population may not be able to perceive

color correctly such as is the case of people with a hereditary red-green color blindness condition. These factors will need to be taken into account in your overall design approach.

To obtain or view a web color palette reference chart relating to color blindness visit:

http://www.visibone.com/colorblind/

Although words are a powerful trigger, and you should have a good sales copy page, the subtlety of color in a thoughtfully designed cover picture displayed on your site can be "worth a thousand words" in terms of sales.

Potential customers may return up to seven times before making an actual purchase from you.

You can increase your chances and make a quicker sale by…

Placing a thumbnail picture of your e-book cover on your site. This has been shown to increase downloads and boost sales. People do tend to "judge a book by its cover" and not by description alone.

Your cover design involves making decisions about all the various elements that will eventually make up the finished look.

This includes the color combinations used, fonts for title and subtitle, how white space is used, what photography or images you should use (or maybe none at all) and where the authors name and copyright marker will be placed.

Each of these decisions should be made with the view of motivating your customer towards the purchasing of your e-book.

Tip: Consider your e-book project as a series of steps with each step being a decision towards its final completion. At each step you must decide how people will be drawn to your e-book over the other e-books in the marketplace and make the decision to purchase from you and not your competitor.

Market researchers have spent time identifying the colors and the most likely effect they have on us. Your target market should be taken into consideration as you plan your design elements.

Everything we buy, eat, wear, or the colors in our immediate environment etc all provoke a psychological and emotional response.

Some colors meant the same universally others are significant by association, attitudes, preference or cultural beliefs which can differ dramatically.

Some examples of this include:

- White is associated with marriage in western cultures, death in some eastern cultures, while purple represents death in Brazil.

- Black is a sign of death and mourning in some western cultures, but wealth and abundance in the Chinese culture.

- Yellow is sacred to Chinese, but signifies sadness in Greece and jealousy in France. Although yellow is a noticeable color it is labeled as cheap in many parts of the world.

- People in Northern climates prefer color colors

- People from tropical countries respond more favorably to warm colors.

Research into consumer shopping habits shows:

- Traditionalists respond to pastels – sky blue, rose or pink.

- Impulse buyers respond best to royal blue, black or red-orange.

- Shoppers who plan and stick to budgets respond best to navy, light blue, teal and pink.

If the subject of your e-book is about ways to save money consider using navy, light blue, teal or pink in your overall cover design.

Color research and food:

Green, red and brown are the most popular colors we associate with food.

Red is often used in restaurant décor especially in Chinese culture to aid appetite stimulation that in turn increases wealth for the restaurant owner.

Blue food is rare in nature. Although blue is a popular color universally it is the least appetizing color when it comes to the food we eat because of our primitive association with the blue, black or purple colored.

These colors psychologically resemble foods that have been spoilt by fungi or bacteria, or foods that are poisonous to us such as the many poisonous berries found in nature.

Eating off a blue plate however seems to have no effect on our perception of food quality.

Color Rules

Good color schemes govern the order and placement of colors in a composition.

Choose only three or four colors for your scheme. Have a background color and two or three other colors for the fonts and highlights.

Balance the elements of the design. Some designers divide the cover area into thirds when considering the design layout with each area of the composition offset by the other areas so that no individual area stands out as disharmonious.

Design your layout in black and white first and then add color. This way is easier to see the good attributes of your design.

Do not put light colored text on a white or light background it is very hard to read on screen such as this example.

Black on pure white is stressful on the eyes especially in a web format. Soften the degree of contrast between text and background to lessen visual stress.

Never place a dark or medium blue text on a black background. The eye does not have as many blue receptors as other colors and cannot distinguish the boundaries of the shapes. Use color to create the overall mood and evoke an emotional response in the viewer.

Use color so the viewer's eye is drawn to distinctive and unusual colors and as a means to draw the eyes across a page.

Use color so segregate (separate) the set areas of design apart from each other.

Use color to tie the areas of design together.

Use color to organize textual information.

An overview of color principles

There is a lot of information of the principles of using color available both on the Internet and in any good bookstore or library if you wish to delve more deeply into this subject.

Some terms you should become familiar with:

Hue: The term hue is color with no Black, White or Grey added.

The term color and hue are often interchangeable i.e. hue is just another word used for color.

Tint: Hue and white.

Shade: Hue and black.

Tone: Hue plus Grey or hue plus varying degrees of it's complimentary color.

Value: How light or dark a color appears.

Intensity: How bright or dull a color appears and this is defined by how much of the hue is identifiable.

Color is classified and organized on what is known as the color wheel

Colors that are opposite on the wheel are always perfectly balanced.

The secret to everything in design is BALANCE and the color wheel helps us to sort things out systematically.

Primary colors

Lets start with the basics principles for using color effectively. Good color schemes are what separate a professional (outstanding) looking e-book cover from an ordinary one.

There are many colors in the world but they are all variations of just six original colors – Red, Yellow, Blue, Orange, Green and Purple. Think of the rainbow to help you remember these six colors that are classified as being:

The three primary colors

The three primary colors are **Red Yellow Blue**

Each of these three colors must come from nature and are of primary importance.

It is from these three colors that all the other colors are derived.

The primary colors cannot be mixed by blending the two other colors together.

Each of these three colors has an infinite number of variations or hues.

Red can be a crimson hue, vermilion, brick, rust, watermelon red, tomato red, baby pink, burgundy, maroon etc. These are all red, but each has unique qualities and a personality of its own.

The three secondary colors

The secondary colors are made by combining a primary color with a neighboring secondary color on the color wheel.

The three secondary colors are **Orange**, **Green** and **Purple**

Orange is made by mixing red and yellow. A variety of oranges can be made depending on how much red and yellow you choose to use.

Green is made by mixing blue and yellow. Green can be dark olive green, lime green, moss green, grass green, emerald green, mint green etc.

Violet (purple) is made by mixing red and blue.

Within each of these secondary colors infinite variations or hues are also possible as with the primary colors.

Tertiary colors

Tertiary colors are a mix of the secondary colors. The six tertiary colors are:

Red-orange, yellow-orange, red-violet, blue-violet, blue-green and yellow-green.

For example: yellow-orange is made by mixing the primary yellow with its neighboring secondary color orange.

Red-orange is made by mixing red and yellow.

The colors name makes it easy to know which primary color is mixed with its secondary color.

Color temperatures

Colors are divided into warm, cool and neutral color temperatures.

Warm colors

Warm colors psychologically are associated with happiness and comfort and produce warm, inviting cozy feelings. Like warm cozy

fires in winter or enjoying the warm earthy terracotta colors often associated with being in a hot Mediterranean country.

Warm colors include:

Red Orange Yellow Magenta and **Yellow-Green**

They have the ability to advance text and images to the foreground and tend to speed up our perception of time…

Warm colors are considered harmonious colors.

However, they lack in visual variety and are often dull and boring unless used with a combinations with other colors.

Cool colors

Cool colors make designs appear slick and professional but their coolness tends to turn people off.

Cool colors especially blue tends to recede into the distance making them more suitable for backgrounds.

Cool colors include:

Sea Green, Violet, Blue, light blue and **Cyan**

These colors are known to slow our perception of time.

Without variety the cool color design can seem very dull and boring.

Note: Pastel colors are considered to have a calming effect on the psychology.

Neutral Colors

Some colors are referred to as being neutral. No color however is really neutral.

Black, White, Grey and Brown are all considered neutral colors.

White is the purest of all colors and psychologically denotes purity and chastity.

Black can signify dark forces in western culture but wealth and abundance in the eastern cultures.

When black is tempered with white to make Grey it denotes prudence and humility.

Color combination principles

Colors can be termed by how they are grouped together.

Monochromatic (single color) combinations

Monochromatic means one single color (mono=one)

Different shades and tints of the same color can be used to give the impression of different colors and provide variety and interest.

A single color is extremely unified, peaceful and harmonious.

Single colors are effective for establishing an overall mood and tying things together but are considered dull because of lack of color variation.

When used on a web site they can loose the interest of the viewer.

Analogous (side-by-side) combinations

The analogous combination consists of colors that are side-by-side on the color wheel. Analogous combinations are very versatile and eye catching.

This scheme uses two or three related colors next to each other on the color wheel to create visual appeal.

One color is often the dominant color while the other color is an accent color.

A selection of possible combinations makes this a very versatile scheme.

For example: A selection of purples and blues, or oranges and reds can be used to create this scheme.

The similarity of the related colors makes the scheme harmonious.

However, the use of more than three colors can dilute the overall effect on this scheme.

These are all analogous color scheme combinations.

Orange + **Red** + **Yellow** are an analogous color scheme using a range of <u>warm</u> colors.

Or a range of <u>cool</u> colors falling between blue and green such as **Blue** + **Blue Green** + **Green**

Complimentary (opposite) combinations

Also called Contrasting colors.

Complimentary colors are opposite in the color spectrum or a warm color combined with a cool color to create some interesting combinations e.g. **Yellow** and **Purple, Red** and **Green** or **Blue** and **Orange**

They are generally found to be visually pleasing to most people.

The two colors combined will contain all three primary colors, so the color scheme is complete and well balanced.

Example:

Red is the primary (main) color and Green is your secondary color made from Blue + Yellow = Red + Green = Brown.

So brown has all three primary colors in it.

Red + Green (remembering that green is made from Yellow + Blue)

When you mix red with green you will get a perfect neutral color as in the above example where you get a warm brown. The two colors jointly contain all three primary colors.

These are extremely eye catching and vibrant, sometimes more so than the triadic scheme.

However, the limited number of colors in complementary schemes means that the color is easily digested by the eye and then discarded by the viewer.

Use contrasting colors as your accent colors and avoid setting strong contrasts as background and type colors.

Generally the eye has difficulty focusing on contrasting colors for any length of time.

Think of orange type on a blue background. Now imagine trying to read a whole page like this…

Or focusing on <mark style="color:red;background:black">red type on black a black background</mark> for any length of time.

With complimentary schemes it is not necessary to use startling or obvious combinations like the orange and blue example above.

You can tone contrast colors down to make them a more readable combination.

Try light orange (almost cream) with a dark blue background.

Beige and light blue combines well as does maroon and forest green to create more pleasing combinations.

Split and double split complimentary combinations

This is where one of the adjacent compliment colors is broken into two colors that are adjacent to it.

For example: yellow and violet for one set with red and green as a background.

The double compliment is fun to work with, as there is more variety than a simple complimentary color scheme.

Split combinations tend to be less vibrant and eye-catching and this can make it difficult to harmonize with other colors.

Triadic (three equidistant color) combinations

Triadic schemes are a triad of colors using three opposing colors equally spaced around the color wheel or by drawing a equilateral triangle between the colors with the points of the triangle being the colors making up the triad.

Red Yellow and **blue**

or - **purple**, **orange** and **green**

These are all triadic color schemes.

Like contrasting color combinations it is not necessary to use full strength, startling combinations to create effective color schemes.

Using a more subdued value of one or more color can help create greater harmony.

Contrast

This term refers to the degree of difference between tones in an image.

Contrast can be used to enliven your e-book cover picture through the use of complimentary contrasts such as warm and cool contrasts, or differences in the hue or color saturation.

When you use too much contrast all subtlety between the colors is removed giving a 'day-glow' tone.

If there is not enough contrast all the colors appear washed out and faded.

A complete lack of contrast turns an image Grey on a computer screen.

When contrast is used in a basically light composition the dark areas will attract attention.

In contrasting colors where black and white meet will be the area that draws immediate attention.

Contrast can be used to soften the degree of contrast between text and background to avoid visual stress.

Choosing your color scheme combination

Color is all around us and we only need to look to nature as a source of inspiration for how to combine color.

The visually appealing organic hues of nature are currently a popular trend, especially the pure hues of tomato red, moss green, hibiscus and beaver fur.

Think of the brilliant color hues of a sunset or sunrise, the colors of the rainbow, flowers, trees, the mountains and deserts. These scenes from nature all provide wonderful combinations ready for us to copy and use for our design schemes.

Learn to take notes of the combinations you find naturally occurring in nature and note these color schemes ready to use in you e-book cover designs or incorporate into your web site whenever you update or create a new site.

Also look at the colors other people have used and ask yourself what it is that you find appealing about them or what you don't like about them. You will soon get a feel for color and color combinations.

There are two things to watch out for when displaying your e-book cover designs on a web screen.

Screen resolution

Your design may not look the same at 1024 x 768 resolutions as it does at the 640 x 480 you may have used when you were creating it e.g. is the title still readable? Do the colors look distorted?

Current statistics show -

10% of surfers use 640x480

50% 0f surfers use 800x600

40% of surfers use 1024x768

Experiment with screen resolutions on your computer to see what the differences could look like to your visitors.

Use the 216 'safe' color palette

What does this mean?

For display on the computer screen we generally use only use 216 colors of the millions on color hue's that we have available. This is because different computers e.g. PC's and Mac computers tend to use different color palettes and only 216 of the colors available are common to both. Not all browsers used are compatible leading to variations between Internet Explorer, Netscape, Navigator, Opera or many of the other ones that may be used to view your screen.

How does this affect you?

Graphics can become speckled because they are dithered with nearby colors or colors outside the 216 palette may be replaced by violently different colors.

If you want your design color schemes to be seen as you intended in a fairly consistent way try to stay within the 216 color range of 'safe' colors. Visit:

http://www.visibone.com/colorlab/

This is a free color lab allowing you to see how colors work together. You can keep choosing until you find something that appeals to you.

Simply click on the color wheel and different color choices are presented to the right of the wheel.

Color swatches for use in different graphics programs are also found at:

http://www.visibone.com/swatches/

Most graphics programs (e.g. Photoshop or PaintShop Pro) usually already have a color picker for the 216 safe colors.

Side Note: Any graphics created for the web such as logos or buttons should also use the 216 web safe colors for the reasons mentioned above.

The psychological meaning of individual colors

Color selection is a very important element that affects people emotionally and mentally on a subconscious level.

Human emotion can detect the effects of cool or warm colors evoking a sense of cool, tranquil relief with blues and greens or the excitement of red and orange.

Color has a long association with symbolism and affects us psychologically e.g. "seeing red" as associated with anger, being "green" with envy, or perhaps feeling a little" blue".

So what do the individual colors signify for your market? Try the five-minute personality test at http://www.colorquiz.com/ to understand the significance of color for you.

Red

Red is a warm, powerful, attention-getting color. Red is a very visually empowering and attractive color for an e-book cover. Cardinal and tomato red offer impact and creativity and a pure red are always a good choice.

The color red is extremely dominating. Red reflects energy and motivate an individual to take action and hopefully to buy your book.

Used as an accent color, it can stimulate people to make quick decisions and increase expectations creating a high arousal threshold.

The key words for this market are:

Truth, strength, courage, excitement, creative energy, desire, danger, power, speed, passion, love, lust, aggression, heat and fire. It represents all things intense and passionate.

Magenta when tinted with red to become purple stands for lush, rich and royal.

The Maroon tint represents sacrifice and bravery.

The preference for red is linked economically secure and stable people who are achievers in society e.g. the high-powered active women who are unafraid to take risks.

People who like red are generally exciting, stimulating people to be with. They tend to stay on top of things with a passion and zest for life. Think of the red sports car that is generally associated with speed, excitement and young people.

Routine can drive red people "up the wall" since they crave excitement in their lives. The red market individuals have a tendency to listen to what others tell them and then do whatever they please. They tend to be opinionated and patience is not one of their virtues.

Psychological lovers of red are animated, optimistic, emotional and extroverted individuals experiencing life and living in every sense of the word.

When we feel negative psychologically towards red our feelings might be too much for us to handle at this point in our lives. People who are irritable, ill, exhausted, or bothered by many problems often reject red and turn to calmer colors for rest and relaxation.

Red has been proven to raise blood pressure and cause perspiration in some individuals.

Red can also however be a symbol of war, violence, blood and aggression.

Pink

When red is highlighted with white we have pink the softer side of red.

The keywords for this market are:

Romance, charm, beauty, sweetness, feminine, delicacy, refined, refinement, calming, nurture, security, warmth, tenderness, intuitive, sophisticated, well-bred, reserved, calm, even-keeled, non-violent.

People who like pink have similar personalities to reds but are more subdued. They tend to be romantic and take care of those around them in a sensitive way.

Soft, medium tints of pink do not evoke much emotion – many people are indifferent to pink. It is sweetness, innocence, uncomplicated emotions and naivety (red with the passion removed).

Fluorescent pink is the least liked of the pink shades.

If you dislike pink, you may be craving more excitement in your life and pink does not psychologically fill this need.

Orange

Orange is the most stable and reassuring of the earth tones. A combination of red, which commands action, and yellow that adds happiness makes this a pleasant warn color.

Orange has a high acceptance amongst the younger market segment.

Orange is often used when you want to indicate to consumers that an expensive product is affordable and that is suitable for everyone.

The keywords for this market are:

Vibrant, warmth, energy, balance, enthusiasm, flamboyant, creativity, courage, joy, love of people, expansive, extroverted, good natured, determination and demanding of attention.

Orange tends to be declassifying; it has broad appeal. People who wear orange tend to have strong personalities.

Bright orange is considered the least favorite color overall.

Dark orange, however can mean distrust and deceit.

If the preference tends towards the…

Peach tones, this market have all the same traits as the orange person but are less assertive about it. They work hard, but tend towards observation rather than participation.

Vibrant and warm orange tones are found in many places in nature: the color and the warmth of autumn, salmon in the waters of the oceans and streams, tangerines, coral, oranges and pumpkins.

As a citrus orange color, it symbolizes health. Orange is the color most associated with appetite and has been known to stimulate people's appetites.

Lovers of this color work and play hard, like people, are adventurous and enthusiastic. They have unique ideas, always looking for new things to conquer with a strong streak of determination and are more agreeable than aggressive.

People who dislike orange tend to be those who dislike too much partying, hilarity, loud laughter, showing off and obvious intimacy. As a result they are difficult to get to know.

Yellow

Pure yellow produces sensations of brightness and warmth reminding us of warm, sunny days. Yellow is often associated with

the color of lemons, buttercups and rich cream. The sunflower and winter squash shades can be used in the design elements of your e-book cover to increase visual impact.

Because this is a luminous color you will notice yellow tends to disappear into the page so often needs a strong color to highlight and bring it out especially if used against white.

Keywords for this market are:

Original, imaginative, joy, happiness, idealistic, creative, artistic, spiritual, optimism, intellect, love of learning, light, sunshine, summer, fold, philosophy, cheer, hope, happiness and energy.

Dingy or dull yellow represents weakness, jealousy, caution, decay, illness or sickness.

The people who like yellow usually have "sunny" personalities and are concerned about society but generally do nothing more than talk about it. They are generally perfectionists by nature and can be rather shy at heart and appear somewhat aloof as a result.

The people who dislike yellow, usually dislike the luminous qualities that this color has. They are realists - practical down to earth people and probable critical of others who are not.

Special note: Gold

Gold evokes the feelings of prestige, and of being expensive.

Gold is the perfect compliment for purple symbolizing wealth and beauty.

Green

Green is a combination of blue and yellow. The blue qualities represent peace and tranquility, while yellow brings happiness and light-hearted feelings to this color.

Green is a strong color ranging from soft sage and willow, rich jade green, deep forest green and others. The "new" green colors communicate peace and growth to your market and are

considered fresh, clean and revitalizing and speak of ecology and nature.

Moss and lily green are warm, crisp and smooth colors.

Emerald green represents immortality.

Olive green is the traditional color for peace.

Darker greens are very cool.

Yellow-green is negative for many adults but liked by the youth market.

Blue tinted with green is the iciest of all the greens and is associated with depression and sadness.

Green is often favored by the trendsetter market segment. These are the 10% of the population that others go to for advice. They are the opinion leaders who like newness and spreading the word.

Keywords for this market are:

Health, wealth (money), spring, calm, sympathy, fertility, life, new growth, energy, faith, nature, environment, good luck, fresh, cool, youth, vigor, hope, cheerfulness, abundance and generosity.

Green brings feelings of hope as the lush spring greens appear and thoughts turn to new beginnings and renewals of life.

Green can also mean jealousy, inexperience, envy and misfortune.

People who like green are usually balanced and stable individuals, good citizens, parents and neighbors. They are usually found involved in clubs and organizations. They have high moral values and tend to do the right thing.

The bad news about green people is that they often have big appetites for food. If they are dieting, it is difficult for them to loose weight. Another vice for a green person is the tendency to gossip.

Blue

Listed as the most popular color being the most preferred color universally. It is considered to be a 'safe' color to use.

Blue is one of the most calming colors and often associated with the sky and the sea and evokes peaceful feelings. It is regarded as therapeutic to the mind and body.

The blue colors of sunny sky, angel and majolica communicate strength and unity to your market.

The keywords for this market are:

Trust, wisdom, tranquility, love, confidence, conservatism, reliability, belonging, coolness, truth, quite, seriousness, harmony, serenity, patience, perseverance, peace, intelligence, unity, reassurance, trust, security, solitude, hope, generosity, cleanliness, order, sky, water, cold, technology and loyalty.

Royal blue is associated with people doing the work they are meant to be doing.

Blue added to purple gives the blue blood of nobility.

People who like blue are sensitive to the needs of others and form strong attachment, and are deeply hurt if their trust is betrayed. They are generally conservative, even-tempered and reliable.

A dislike of blue may mean restlessness, a need to break away from the sameness of routines.

Deeper blues may mean sadness and melancholy to blue haters.

Blue may simply give some people the blues.

Violet or Purple

Purple is a bridge between warm and cool colors being a combination of red and blue.

Purple is considered a 'spiritual' color and when colors such as orchid, grape and lilac are used in e-book cover design they can communicate a unique individuality.

The eighteen to twenty-nine year old group tend to see purple as sexy and the trendsetter group in society see it as a powerful and sophisticated color.

Purple is frequently blended with sage, gold and taupe.

Dark purples are heavy and sometimes depressing unless they are offset with rich gold's and deep reds.

Deep purple is associated with royalty, wealth or richness and has been worn by kings, queens and emperors for many centuries.

Light purple is the color of lilacs and lavender evoking light-hearted, whimsical, romantic and nostalgic feelings.

Light purple blends well with light yellows, pinks, corals and white.

The keywords for this market are:

Independence, intuition, intellectual, spiritual, creativity, mysterious, transformation, wisdom, enlightenment, royalty, nobility, ceremony, richness, power, sensitivity, passion, love, dignity, wit, keen observation, super sensitivity, vanity and moodiness.

Purple people are easy to live with but hard to get to know. They can be secretive, so that even when they seem to confide freely, their closet friends never completely understand them.

People who are attracted to purple are people who have an aura of mystery and intrigue. Purple is often the preferred color by artists, unconventional people and people who like to consider themselves different from the common herd.

Because purple is a combination of red and blue, which are opposites in many ways, people who dislike purple often recognize their conflicting traits and are constantly trying to balance the opposites (the excitement of red and the tranquility of blue).

Black

Black is classically used as an accent for jewel tones and rich metallic gold.

Since black is the negation of color, it may be totally negative psychologically for some people e.g. middle-aged men and women tend to psychologically associate black with mourning.

Keywords for this market are:

Power, elegance, sophistication, formality, wealth, fear, evil, anonymity, unhappiness, depth, style, mourning, death (western culture), mysterious, underground, remorse, seductive, sexy and good technical color.

Wealthy, achievement orientated women tend to favor this color.

It can be associated with death, evil, anger, sadness and is associated with criminal activities, depression, demons, witches and black magic in western culture.

Black when tempered with white signifies prudence and humility.

When worn by people with lighter hair color, it is an indicator of strength and determination.

Black can be intimidating to some people because of its power and formality.

People who like black may be conventional, conservative and serious, or they may think of themselves as sophisticated, or as very dignified.

Black lovers tend to feel uncomfortable with the super-sophisticated and feel insecure in their company. They like real people and are not dazzled by dignitaries.

People who hate black sometimes were frightened of the dark during childhood. That experience could be buried in the subconscious in the darkest recesses of the mind and may still haunt them when they look at anything black.

Black may simply be too heavy and depressing for some people to handle at this point in their lives.

White

White represents life and marriage in western cultures, but represents death in the Chinese culture.

Keywords for this market are:

Cleanliness, purity, chastity, virginal, youth, simplicity, clean, immaculate, fresh, bright, blinding, reverence, peace, humility, precision, innocence, birth, winter, snow, good, cold, clinical, sterile, mild and spirituality.

People who prefer white tend to be neat and immaculate in their clothing and homes. White lovers are inclined to be cautious buyers and shrewd business people, but are critical and fussy.

White can signify a self-sufficient person and occasionally the innocence of recall of youth and the simplistic way of life.

People who dislike white are usually not very fussy. They do not need to have everything placed in orderly straight lines. They are easy going characters and not very uptight about life in general.

White is sometimes seen as being a very sterile color being psychologically associated with hospitals, nurse's uniforms, dentists and doctors.

Grey

Grey is combination of black and white and is the most neutral of all the shades. It is a conservative color and good for use as a background color.

The keywords for this market are:

Security, maturity, reliability, cool, conservative, composed, intelligence, staid, modesty, dignity, solid, practical, old age, sadness and boring.

Grey can also signify psychologically gloominess, sadness, ghosts, ashes, cobwebs, and the dust of haunted houses and other scary things.

People who like Grey tend to be neutral about life. They like to protect themselves from the hectic world in a blanket of non-commitment preferring a secure, safe and balanced existence. They work hard and are the 'middle of the road' type of individual.

They have often made compromises in their lifestyles. They are practical and calm and do not like to attract too much attention.

To dislike Grey is to dislike neutrality. These individuals look for a richer, happier and fuller lifestyle. This may lead them to get into one involvement, hobby or interest after another in the pursuit of happiness.

Special note: Silver

Silver is associated with the keywords: Prestige, cold, scientific.

Brown

Brown is sometimes classified as a 'special' color. Sometimes brown is used as a neutral and sometimes as a warm color.

A good color to gather more information as it creates a neutral environment for open discussion.

The keywords for this market are:

Strength, solidity, maturity, credibility, stability, simplicity, comfort, quality, harmony, outdoors, reliability, endurance, home and earth.

People who like brown are generally steady and reliable characters with a keen sense of responsibility and duty. They are 'down to earth' types who make good friends and family life is important for them. Many men like brown.

A person who dislikes brown generally find 'down to earth' types boring. They tend not to like people in general but they know they should mix with others and usually present themselves as bright and outgoing.

Special note: The neutral colors range from taupe and silver through to beaver fur and are generally good used as a background design color for communicating stability and harmony.

Additional Resources:

E-book Cover Resources

http://www.netwrite-publish.com/free_ebook_covers.htm

(software, templates, design services)

Art Work for e-book Cover Illustrations

http://www.netwrite-publish.com/artwork.htm

Places to learn more about Photography for cover illustration

http://www.netwrite-publish.com/photography.htm

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