

How Colors Can Reinforce Your Message



The colors utilized in your slides will impact upon your audience's mood, alter their perceptions, and most importantly, increase (or possibly decrease) their engagement and understanding.

Brand Concepts

If you are looking to be minimalistic, or your company is famous for simplified designs, then slides with black-and-white or two-tone colors will work well.

Alternatively, you can increase engagement levels by using unusual color combinations, as long as they relate to your brand. It is, however, important to not lose sight of the bigger picture. Whilst engaging your audience is key, you don't want to do this at the expense of confusing your brand image.

Backgrounds and Textures

Use contrast colors and dark backgrounds to surprise your audience. A black or red background with keywords in light shades creates a visually striking image. It makes an audience sit up and take notice.

If you want to reinforce trust and stability in your brand or product, choose cool, neutral tones as background colors.

Certain background textures clash with text fonts - they make it difficult to read what's on the slide. In a live session, people tend to scan slides before returning their focus to the presenter. Heavy background textures can disrupt this flow and drown out the text.

Color Combinations

According to research studies, almost 8% of Caucasian men have some form of color blindness. Avoid red-green combinations in your slide decks if you are presenting to a larger crowd. Otherwise, you run the risk that some members of your audience may not be able to follow your presentation.

Other combos that have a similar negative effect for the color blind are purple and blue, brown and green, and blue and black. These combinations can even be jarring for a person with normal vision!

Colors for Emphasis

More brightly colored text conveys a clearer message to an audience. Use a different color to highlight important concepts or keywords. This technique helps your audience understand and remember your core message.

When deciding on which colors to emphasize, also keep in mind that color associations depend on the culture and nationality of the audience.

When used correctly, colors can sell products and ideas. They can make your message easier to understand—and your audience more receptive to participate.

Which colors will highlight your slides most effectively?