

STAND OUT IN COLOR

Color impacts the first impression and can make a difference between reading a communication piece or throwing it away, between effectiveness and waste. It has a language of its own and can be very emotional. No matter if it's a leaflet promoting health, a product guide or a telephone directory.

Color emphasizes, identifies and turns any message into a stronger message. Think about it before printing.

COLORS CATCH THE EYE

(Impact of color vs. black and white communication)

Increase in readers' attention spans and recall

82%

Color makes information more likely to be remembered.

Readership rates

80%

Color is an invitation to read and a way to emphasize critical information.

More memorable impressions 39%

Color leaves a longer lasting mark for direct mail or marketing collateral.

Increase in response rates

44%

Color highlights your contact or message, potentiating the desired reaction.

More chances to be prioritized

55%



**NAVIGATOR GUARANTEES THE BEST
RESULTS IN EVERY DEMANDING PRINTING
JOB THAT REQUIRES COLOR USAGE.**

COLOR BOOSTS PRODUCTIVITY

Improvement in document sorting

Color allows you to identify documents more easily, by highlighting names, authors and subjects.

Increase in payment response

Color permits to highlight amounts and dates, adding a sense of urgency to invoices.

Time gain

(Highlight colors compared to a different font)

Color saves time, allowing people to find information faster and spend time performing more critical tasks.

More quickness locating documents and data

Color cuts the 1.5 hours spent reading black-and-white documents to about 0.5 hours.

Reduction in search time

Color saves time and increases efficiency by highlighting the important information.

Less errors

Color makes information more clear and easier to manage.



COLORS IMPROVE COMMUNICATION

70%

Increase in comprehension

Color allows your message to be understood faster and more clearly. It saves time and money.

78%

Increment in learning and retention

Color turns team training into a more productive process.

80%

Boost in survey participation

Color makes it unnecessary to repeat mailings, once it grabs peoples' attention more easily.

14%

Better reading comprehension

(Highlight colors compared with bold text)

Color proves to be more effective than bold font type. This is valid for training material, for example.

80%

Increase in motivation levels

Color makes any paper more attractive to pick, to read and to respond.

COLORS BOOST SALES

RISE IN SALES

Color is a key sales promoter in collateral materials, sales brochures and other consumer communications.

80%

MORE BRAND RECOGNITION

Color is one of the most important assets in brand identity. Recognizing the brand is the first step to buying it.

80%

SOURCES

Mariam Adawiah Dzulkifli and Muhammad Faiz Mustafar, The Influence of Color on Memory Performance: A Review. Penerbit Universiti Sains Malaysia, 2012. Loyola College, Maryland, U.S.A., by Ellen Hoadley, Ph.D., Laurette Simmons, Ph.D., and Faith Gilroy, Ph.D. Case & Company, Management Consultants. Bureau of Advertising, Color in Newspaper Advertising. Maritz Motivation, Inc., Southern Illinois. The Persuasive Properties of Color, Marketing Communications; What's Working in Direct Marketing. How to Use Color to Sell, Cahners Publishing Company. Grasp Facts Fast with Color Copying, Modern Office Procedures. www.dmnews.com/test-your-lists-for-better-campaign-targets/article/130116/, accessed August 31, 2011. Pitney Bowes. "An Intelligent Approach to TransPromo." Page 3. Ibid. Irongate Digital Solutions, TransPromo Overview, www.irongatedigital.co.uk.