

The Power of Color

5 IMPACTS of Color Visuals in Your Workplace

Color is a powerful tool that can convey information quickly and effectively. It impacts our decision making every day, guiding us with color cues that are part of a repetitive, standardized system.

The use of color can improve comprehension by **40%**¹

Color images hold attention for **2 seconds longer** than black and white images.²



COLOR SPEEDS VISUAL SEARCH

When searching for an item, area or instruction, we often scan our surroundings. By using a standardized color system, you can quickly and easily find what you're looking for at-a-glance.

EXAMPLE: The ANSI A13.1 standard will tell you that green pipes contain water. That way, when you need to find a water pipe, you can search for the green pipe marker. By using a consistent color system, you're able to save time and improve processes in your workplace.



COLOR TRANSMITS IMPORTANT MESSAGES

Color visuals are more noticeable and memorable than those in black and white. Because of this, they are used to transmit important information to employees and visitors in a workplace.

EXAMPLE: Red GHS diamond labels catch your attention and quickly tell you that a chemical hazard exists and what it is - keeping your workplace safer and more productive.



COLOR EMPHASIZES INFORMATION

Since we cannot process every object within view at one time, color can be used to emphasize or de-emphasize areas or objects within your workplace.

EXAMPLE: A multi-color gauge label helps employees determine if equipment temperature or pressure settings are within the normal range, too high or too low. This information will help keep equipment in top working condition, saving costs and reducing downtime.



COLOR IMPROVES RECOGNITION

When color reflects the way we are used to seeing things, we are able to recognize an object and its meaning more quickly.

EXAMPLE: OSHA and ANSI have set standards for the use of color to encourage quick recognition. Orange is consistently used for warning signs, so if a warning was on a purple sign, it would cause some confusion and take additional time to interpret. When workers can recognize the meaning of a sign at-a-glance, your facility becomes safer, leaner and more productive.



COLOR SHOWS ASSOCIATIONS

The use of the same color labeling can quickly show the relationship between multiple items.

EXAMPLE: Using shadow boards with tools that are labeled with the correlating colors can show employees where the tools belong and indicate at-a-glance what's missing. These color associations improve workplace organization and reduce non-value-added time.

DID YOU KNOW?

The use of color can improve learning by

55% or more.³

Using standardized color visuals in the workplace helps to quickly identify hazards, simplify learning, cut training costs to a minimum and keep your operations running safely and efficiently.

Visit BradyID.com/ColorVisuals to learn more!

1 Morton, J. (2010). Why Color Matters. Retrieved from Colorcom: www.colorcom.com/research/why-color-matters

2 (Morton, J.)

3 (Morton, J.)