

Author Annette C. Sage Releases Insightful Guide on the Power of Color in Marketing

"Understanding Color: Fundamentals and Applications in Marketing" Empowers Marketers with the Psychology Behind Every Hue

SADDLE BROOK, NJ, UNITED STATES, April 10, 2025 /EINPresswire.com/ -- Award-winning Creative Director and marketing powerhouse Annette C. Sage announces the release of her new eBook, "Understanding Color: Fundamentals and Applications in Marketing" — a definitive guide for marketers, designers, entrepreneurs, and brand strategists who want to harness the full potential of color to influence and inspire.

In today's visually driven marketplace, color is far more than a design choice — it's a silent communicator of emotion, identity, and values. This insightful and beautifully written guide takes readers on a deep dive into the psychology of color and its transformative power in marketing and branding.

"Color is a language — one that speaks directly to the heart," says Annette C. Sage. "This book is about teaching marketers how to fluently speak that language to connect authentically with audiences, no matter the industry."

Drawing from her decades of experience in global marketing, design, and branding, Sage blends science with creativity in a comprehensive exploration of how color affects perception and consumer behavior. From foundational color theory and psychological principles to practical case studies and cross-cultural considerations, "Understanding Color" equips readers with the tools to make strategic color decisions that drive engagement and boost brand impact.

Inside the Book:

Understanding Color:

Fundamentals and Applications in Marketing

Unlock the secret language of color and transform the way you think about marketing. In *Understanding Color: Fundamentals and Applications in Marketing*, Annette C. Sage reveals how color shapes perception, sparks emotion, and drives consumer decisions. Packed with practical insights and real-world examples, this engaging guide is a must-have for marketers, designers, and creatives ready to harness the true power of color.



by Annette C. Sage

Understanding Color: Fundamentals and Applications in Marketing by Annette C. Sage - Front Cover

- The emotional and psychological triggers of different colors
- Color theory essentials and design applications
- Real-world brand case studies and color campaign breakdowns
- Cultural nuances and global marketing insights
- Emerging trends in color psychology
- Practical tips for brand storytelling through color

Whether you're building a brand from the ground up or refreshing an established identity, this eBook is an essential resource for making informed, intentional color choices that resonate.

About the Author:

Annette C. Sage is a multifaceted Creative/Art Director, photographer, and marketing visionary with over 20 years of experience transforming brands into billion-dollar enterprises. With academic credentials in Commercial Art, Photography, Visual Communications, and an MBA in International Marketing, Annette brings unmatched expertise to the intersection of creativity and strategy. Her work has been showcased in galleries and top-tier publications, and her passion for teaching has inspired countless students in multimedia design.

“

Every hue tells a story. My goal with this book is to help brands speak that language fluently and authentically.”

*Annette C. Sage, Owner /
Founder / CEO*

Availability:

"Understanding Color: Fundamentals and Applications in Marketing" is available now at Sage Design Group outlets:

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Library of Congress Cataloging-in-Publication Data

Sage, Annette C.

Understanding Color: Fundamentals and Applications in Marketing / by Annette C. Sage.
p. cm.

Includes bibliographical references.
ISBN 979-8-89778-571-1

Cover Design and Layout by Annette C. Sage

First Edition

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For updates and additional resources, visit annettesage.com or follow Annette C. Sage at sagedesigngroup.biz.

Understanding Color: Fundamentals and Applications in Marketing

ISBN 979-8-89778-571-1

Published by Sage Design Group, 2025

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ISBN: 979-8-89778-571-1

Elevate your marketing strategy with the science and soul of color — one chapter at a time.

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Discover the Power of Color in Marketing

In *Understanding Color: Fundamentals and Applications in Marketing*, author Annette C. Sage guides readers through the fascinating world where color theory meets real-world strategy. More than a visual experience, color shapes perception, stirs emotion, and drives consumer behavior.

Blending scientific insight with practical examples, this book explores how color impacts branding, design, and decision-making. Whether you're a marketer, designer, or curious learner, you'll gain the tools to use color more effectively and creatively in your work.

Join this engaging journey into the psychology and practice of color—and learn to see marketing in a whole new light.



Discover how color can captivate, persuade, and sell. In *Understanding Color: Fundamentals and Applications in Marketing*, Annette C. Sage takes you inside the psychology and strategy of color to show how it shapes emotions, builds brands, and influences consumer behavior. Whether you're a marketer, designer, or creative professional, this practical and inspiring guide will help you use color with purpose—and impact.

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ISBN 979-8-89778-571-1



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