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Color is a powerful communication tool in the home and in the business world. Many a business has wondered what they were doing wrong and why people were not buying their product when it was just a simple thing as conveying the wrong image with color. A company that I did a few years back, had beautiful burgundy furniture and conference table but because the ceiling was so high your eye floated to the top of the ceiling. We went in and painted a 12 inch border of the same burgundy and then added a 1 inch band of brass colored Formica under that. With the correct color, businesses can project an image of stability with shades of gray or show creativity with eggplant and teal. In the home, primary colors are always good for babies rooms, but doing the family room in screaming red, royal blue, and canary yellow might make the average family get on each others nerves more than usual.

The latest trend in business stationery is going back to white with clean, strong accent of another single color. Business cards are very important because they are the first thing that says who you are.

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