

THE SECRET LANGUAGE OF COLOR

SCIENCE, NATURE, HISTORY, CULTURE, BEAUTY OF RED, ORANGE, YELLOW, GREEN, BLUE & VIOLET

JOANN ECKSTUT AND ARIELLE ECKSTUT



BLACK DOG
& LEVENTHAL
PUBLISHERS



Joann Eckstut is a leading color consultant and interior designer who works with a wide range of professionals including architects, developers and manufacturers of name-brand products. She is the founder of TheRoomWorks, a prominent New York City interior design firm, and is one of twelve designers chosen by the Color Association of the United States to create the yearly interior/environmental forecast that is bought by major industries to keep up with color trends. She divides her time between New York City and upstate New York.

Arielle Eckstut is the author of nine books including *The Essential Guide To Getting Your Book Published*. She and her husband David Henry Sterry founded The Book Doctors, a company dedicated to helping writers successfully publish their books. She is also co-founder of the iconic, colorful company, LittleMiss-Matched. The award-winning LittleMissMatched stores can be found all over the United States including Disneyland and Fifth Avenue in New York City. Arielle is also on the children's committee of the Color Association of the United States. She lives in Montclair, New Jersey.



How To Attract Customers

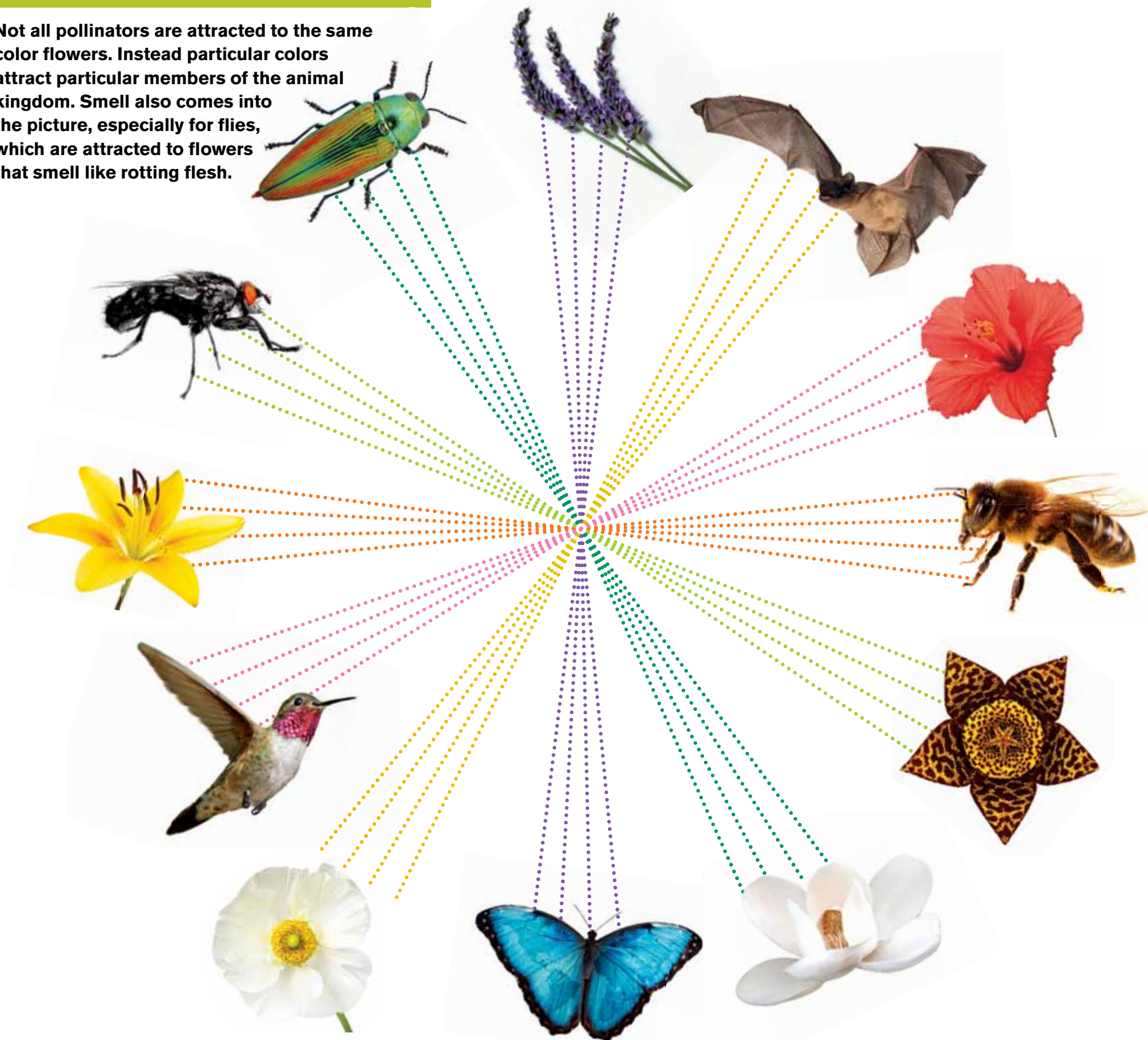
Do you wish your bookstore would attract customers like bees to a lavender bush? Hummingbirds to a red flower? A Blue-footed Booby to its turquoise appendaged mate?

Nature employs color to **catch the attention** of animals of every stripe. Just as a colorful plant is more likely to attract animals to disperse their seeds and pollinate them, a colorful bookstore can do the same for book buyers.



DO YOU COME HERE OFTEN?

Not all pollinators are attracted to the same color flowers. Instead particular colors attract particular members of the animal kingdom. Smell also comes into the picture, especially for flies, which are attracted to flowers that smell like rotting flesh.



Tube map



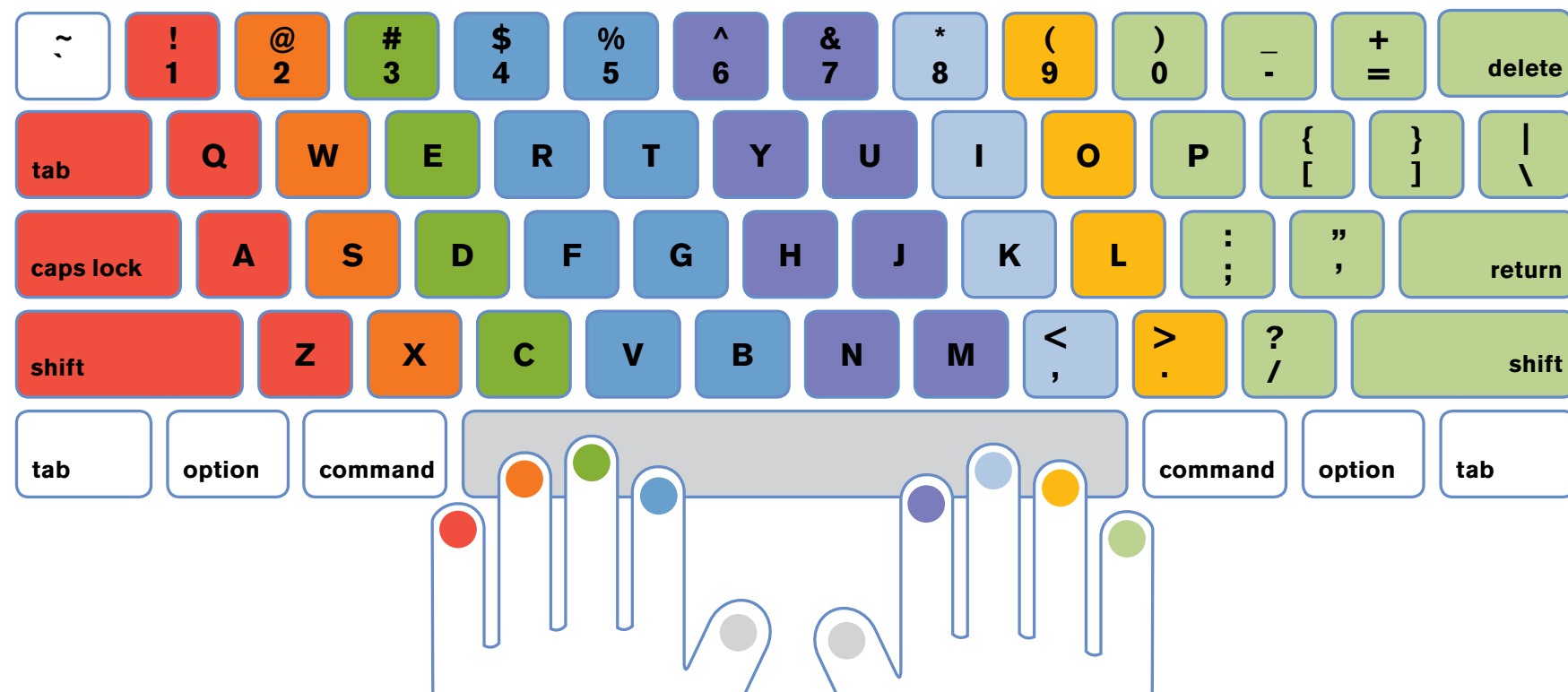
Color Maps

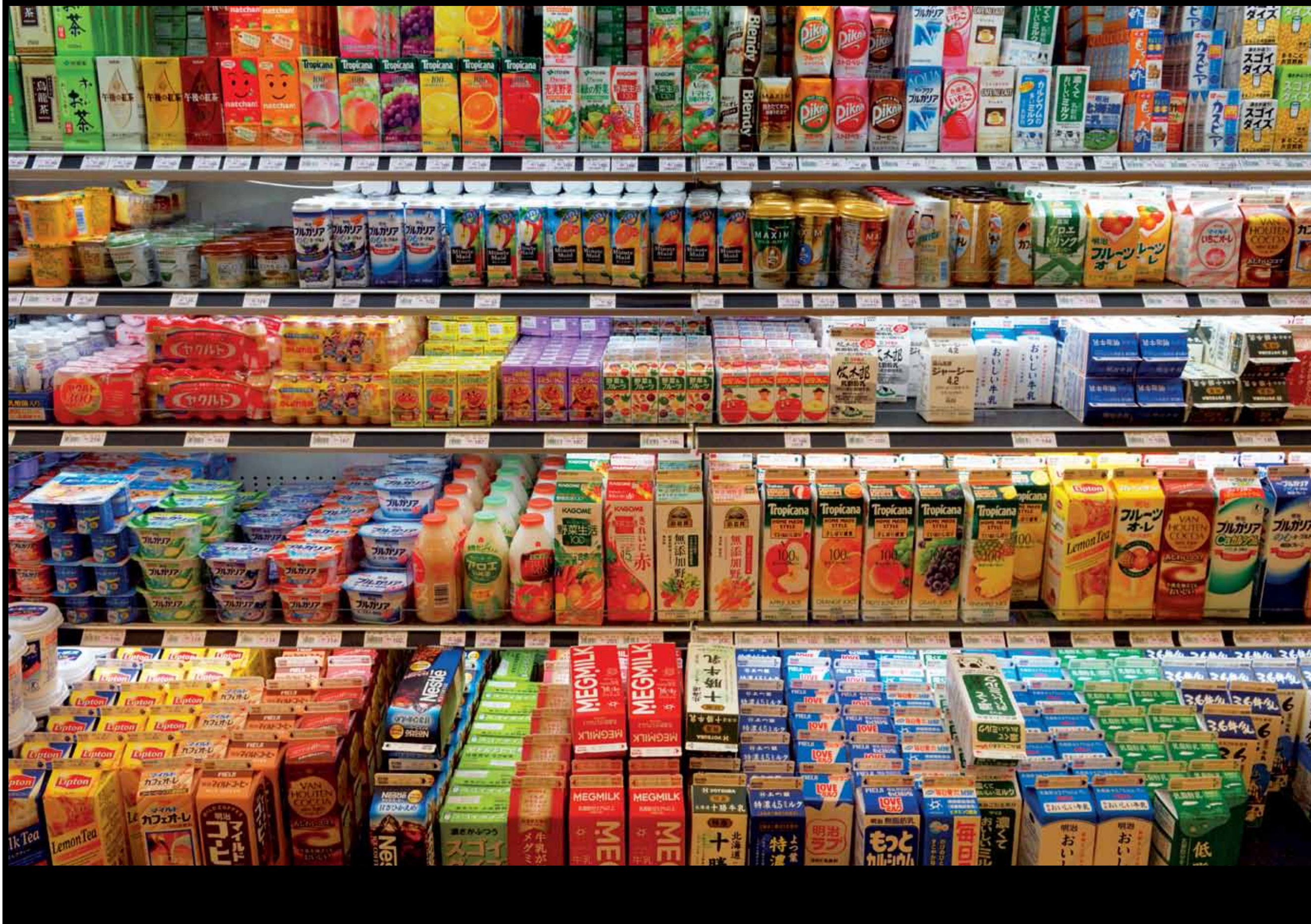
For millions of years, color has served as a map to help living creatures.

Our world is literally **color-coded**. *We know when to stop and when to go; what to reach for in the supermarket without even reading a label; what subway line to take—all due to color.*

Color is so omnipresent in our lives and finds its way into so many disciplines because over 80% of the activity in the neocortex (the part of our brain that deals with everything from language to movement to problem-solving) comes via our eyes. The vast majority of information we process from the outside world is visual. And everything we see is colored.

TOUCH TYPING





Why do we see color?



We happen to be a planet bathed in sunlight. Because of this sunlight we, and many of our fellow living things, evolved to see color—and not just your basic red, orange, yellow, green, blue and violet. Humans can see a whopping 10 million colors! As a result color colors nearly every aspect of our waking world.

To help your bookstore make the most of our **color vision**, we've identified the best places to use color and how. And unlike so much of interior design, color is one of the least expensive ways to make profound change in your store.







A RAINBOW OF FUNGI...



Mycena interrupta



Unknown Ascomycete



Hygrocybe psittacina



Podostroma cornu-damae



Leotia viscosa



Cookeina tricholoma



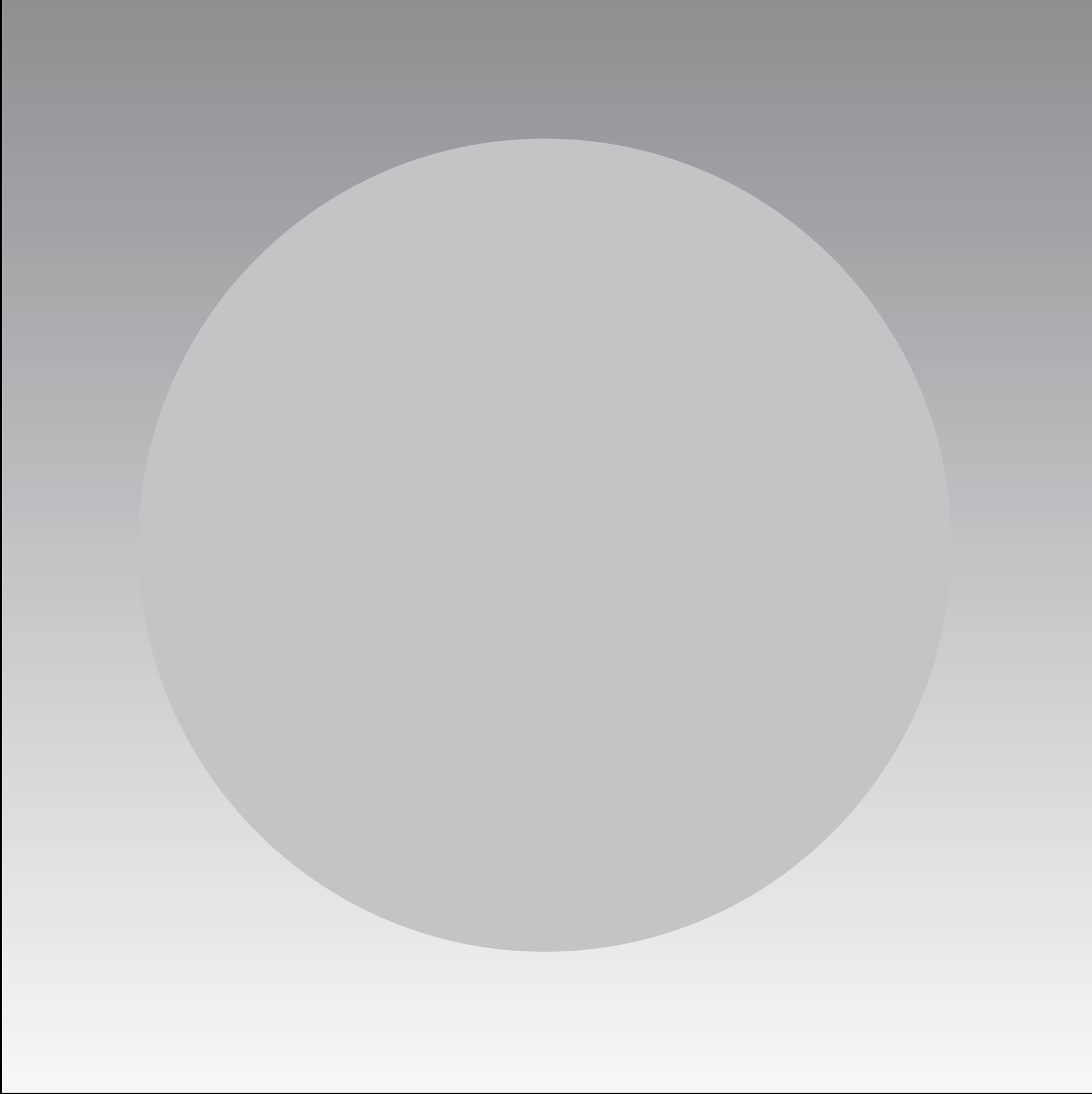
Cortinarius iodes



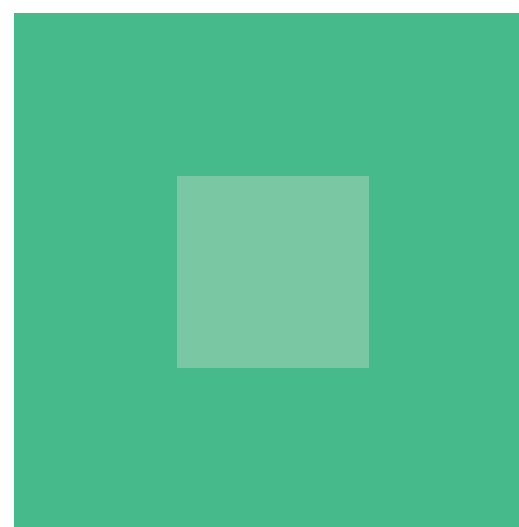
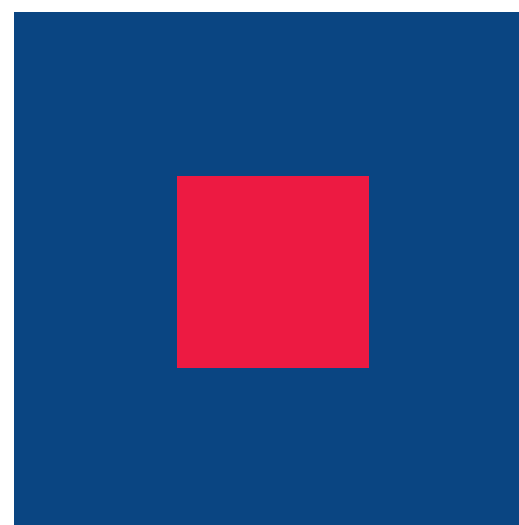
Unknown *Lepista* sp.

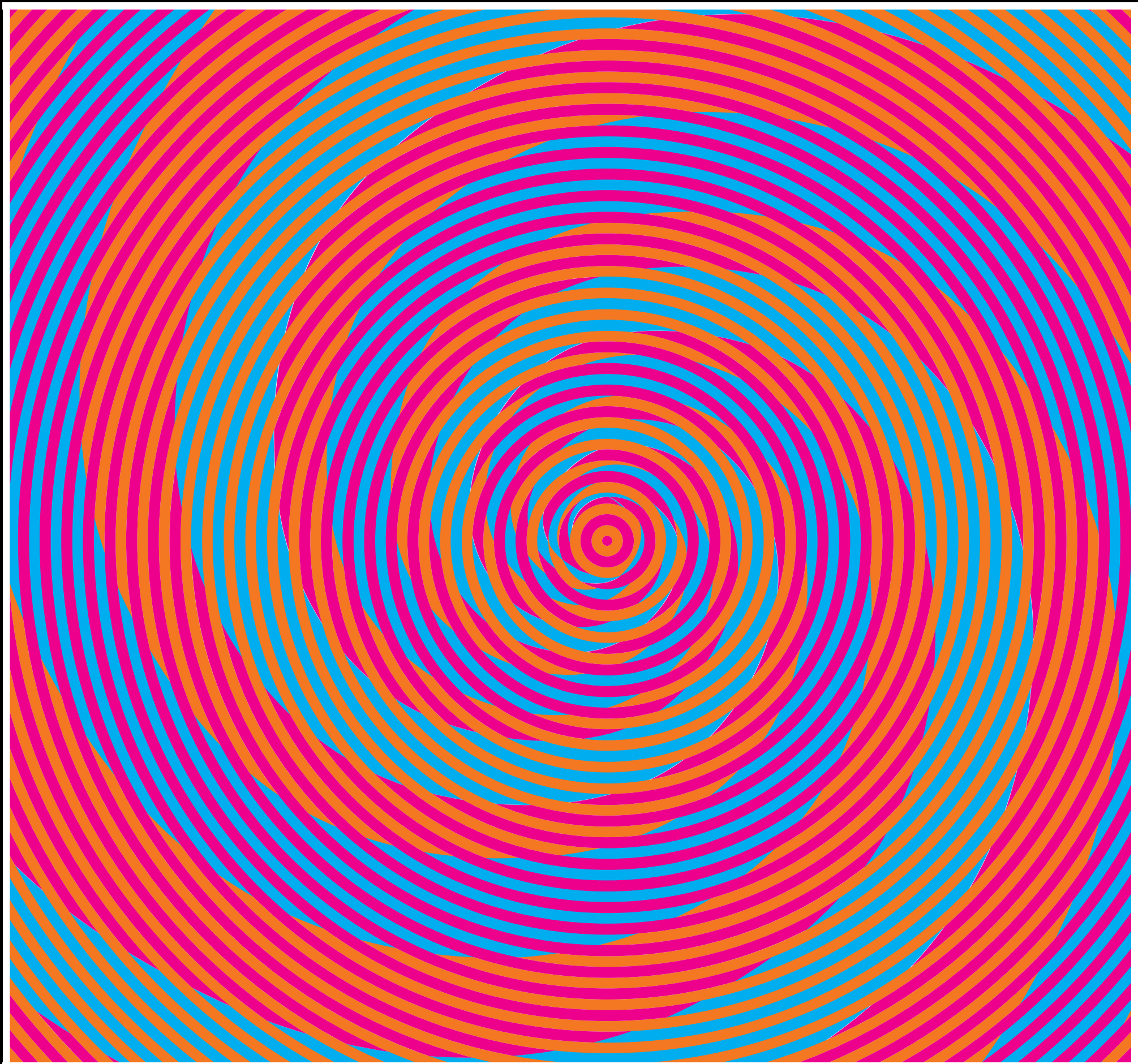


Mucronella sp.











Branding | Signage



Just like the honey guides inside flowers help bees figure out where the nectar resides, your store's signage can help your customers **find just what they're looking for.**



If your logo is a **spectral hue**,
use a neutral gray or a putty background.

Take a cue from the exterior building materials to find a neutral
that is physically included in the structure.

Or, if you decide on an intensely colorful background...



The key is to be sure there is a contrast in value (lightness/darkness) between the logo color and the background.

Experiment with using a background color other than white for your logo color.

Pick a color you want to work with and then see what other colors it works with. Try a monochromatic scheme where you use all different version of the same color. An analogous scheme, where you use colors that are close to each other on the color wheel. Or a complementary scheme where you use colors opposite each other on the color wheel.



Have **several background colors** on hand to use behind your logo in different areas of your store or for different marketing campaigns.





Signage for author appearances can be coordinated with the book cover color to **create a monochromatic display**.

Create signage about in-store events, facts/info about readers, how reading improves your quality of life, etc. done in the store colors.

Color code sections by changing the background color of the signage but keep the text in your logo color.

Storefront

Look at the context in which the store building sits.



Decide if you want to **fit in or stand out** from your surroundings. Select the palette for the door, windows and trim accordingly.

If you really want **the logo to pop**, have the façade materials all be close in value, say red brick and wood trim in a burnt orange and have your green logo pop in contrast.

Or if your facade is something you can't change, **paint your entry door** a bright color that coordinates with the rest of the palette to say welcome.



Bring exterior color inside.

Window Displays

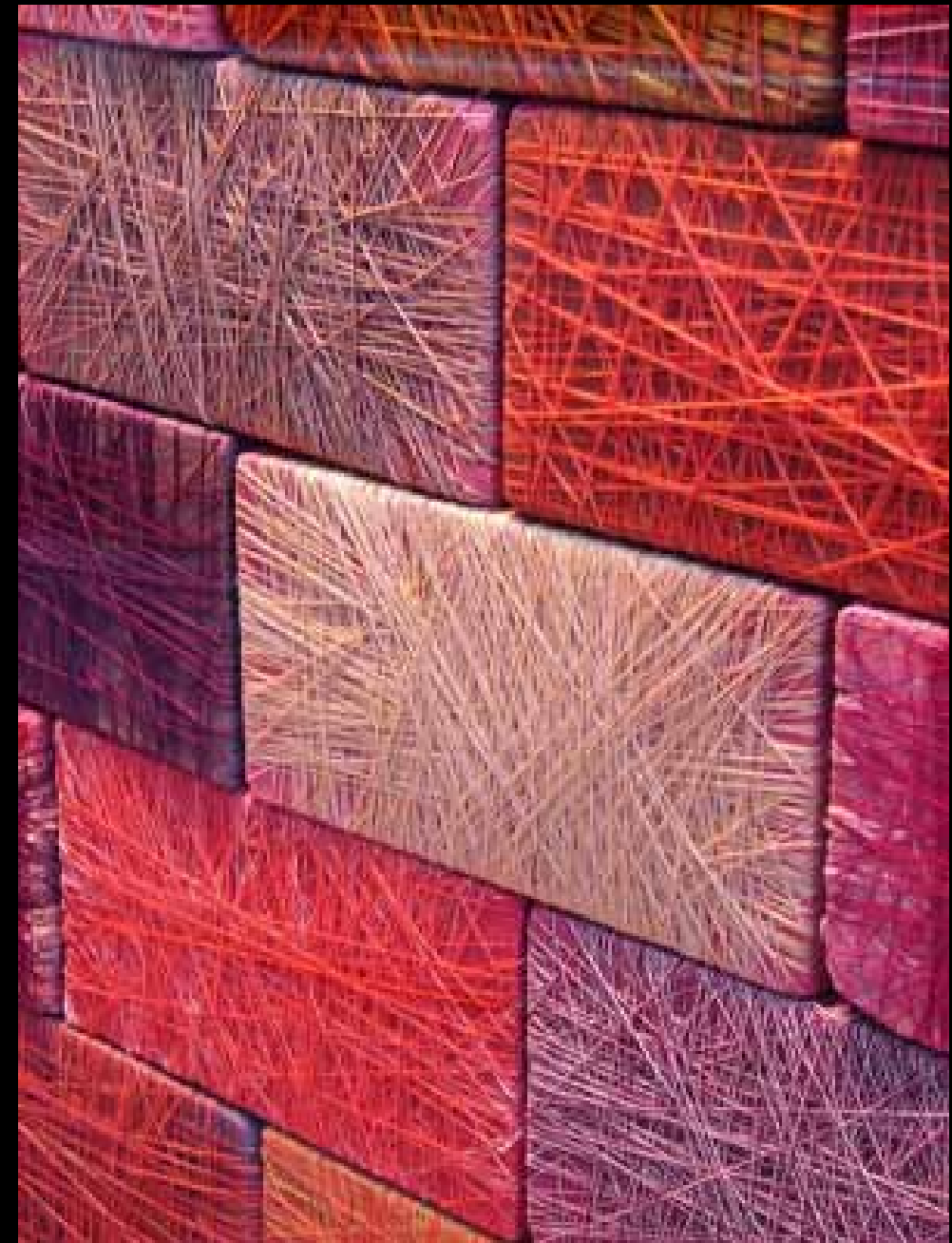


Relate color elements of the window display to an architectural element in the store like a wall or door.

Consider the backdrop and floor colors. Keeping both the same color will make the display pop. Or keep their value in sharp contrast to the subject matter being displayed. Try making both black for drama.

Build a window display around a
central color scheme.





Use props with a **color theme**.



Try a **spectral display** for a holiday or special occasion.

Books are multicolored. In order to display them as standouts on a display table, **keep the table and floor colors similar in hue** and not too different in value. This helps the eye focus on the myriad of colors/titles on the table.

Do a mixed merchandise display with a **one color theme** using books, cards, writing implements, and other items you may sell.

Do a merchandise display with multiple color themes in groups.





Make a special display where books are laid out spectrally or by color group. Or do just one color and create a fun heading like, “In The Red”.

**? "I DON'T
REMEMBER THE
TITLE, BUT THE COVER
WAS BLUE..." ?**



If you have a special event for an author, use the color of the book's cover to **create a color story**.

For example, if the predominant color of the cover is red, do the event signage, calendar, event tableware (tablecloths, cups, napkins, etc.) in that color. Ask the author to wear red!

architecture, fixtures & furniture

In nature, **color tends to stand out or fall to the background**. Camouflaged animals blend in so they can surprise their prey or hide from their predator. But a bright pink flower is calling out for a butterfly to visit. What you're trying to sell is what needs to stand out. Everything else needs to be, well, camouflaged. Ceilings, floors, bookshelves and furniture are the green leaves to your multicolored flowers. But this isn't to say that your fixtures all need to be natural wood.



Create drama...

Highly contrasting background walls help whatever you are displaying to stand out.





The value and intensity of the walls, ceiling and floor will create a particular ambiance in your store.

Dark, warm colors have a way of drawing things together and creating intimate spaces. Light, cool colors have a way of opening things up and making them more expansive. Especially if they are similar hue and value.





A **monochromatic scheme** is the best way to feature your products.

An **analogous scheme** will add a bit more contrast.

A **complementary scheme** will add even more contrast and can be distracting. However, if you tone down the colors of a complementary scheme, the effect will be more subtle.



But **don't be afraid to use color**. Here are three effective methods of using color—even very bright colors.



Floor plus bookcase
back and sides
in one accent color.



Floor and shelving in
one accent color



Floor, walls, and book
rails all one color.



floor and table colors consistent to highlight your products.



Or use colors **similar in value** (darkness/lightness) for your shelves, floors, walls and ceilings to help your merchandise remain the center of attention. Similar values tend to create warmer spaces.



Paint the interiors of the bookshelves a color or the wall behind it if the bookshelves have no back in an accent color.



Choose a complementary color for the furniture and possibly a second element if you want them to have **visual interest**.





Even something as simple as colored paper on your ceiling can **add dramatic effect** without taking away from your merchandise.

Kids' Section



Baby animals like to play as much as our human babies. And color can signal play to children. If there's one part of your store where you can indulge in a **rainbow aesthetic**, this is your place to do so.



Use blackboard paint, which now comes in many colors, to **create an accent wall that's scribbleable**. It can be applied to walls, floors, furniture. Or use a coating that creates a whiteboard for markers like Wink or Tabrasa.



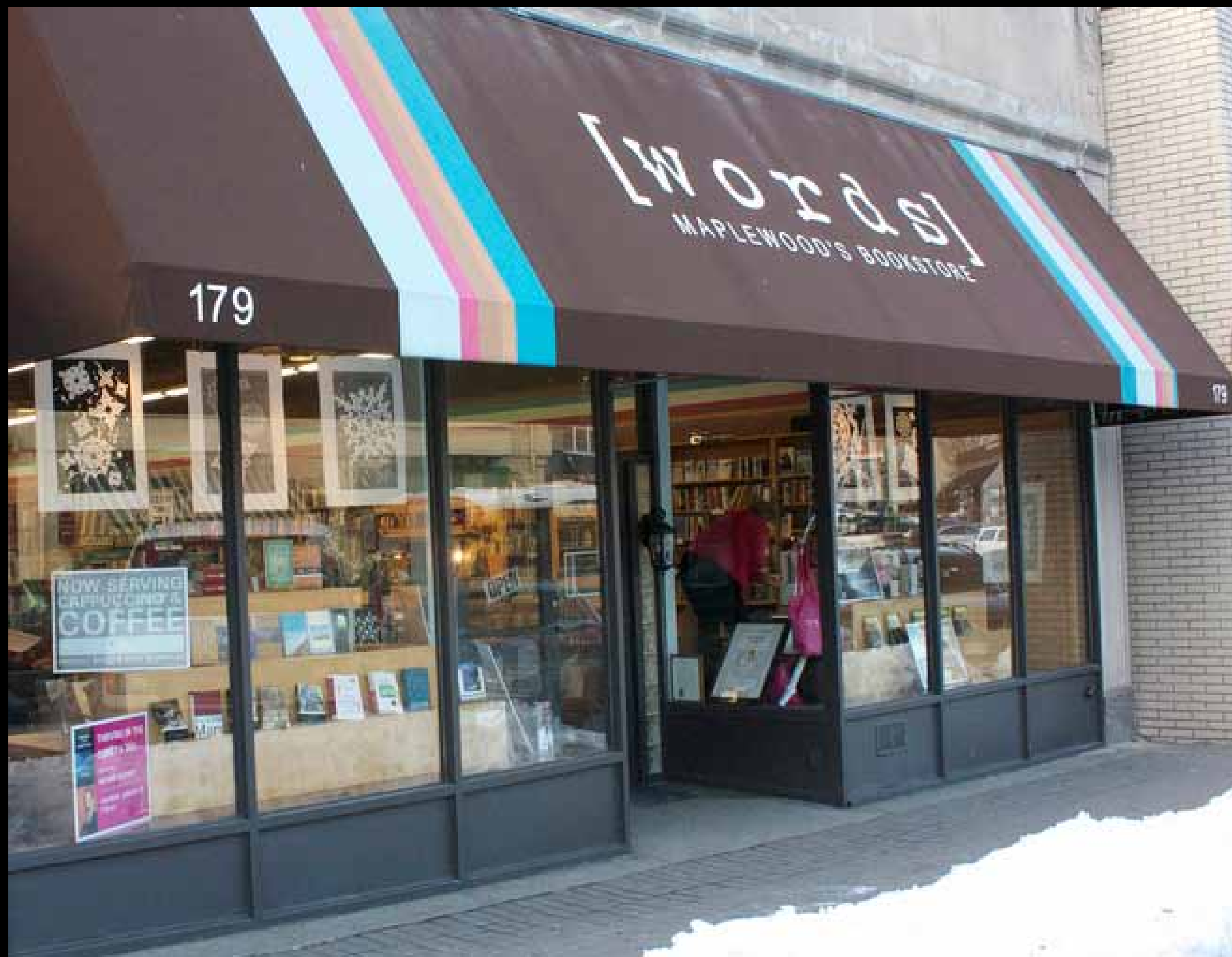
But be careful to keep the walls and floor neutral in areas where a lot off spectral color abounds like the children's section.



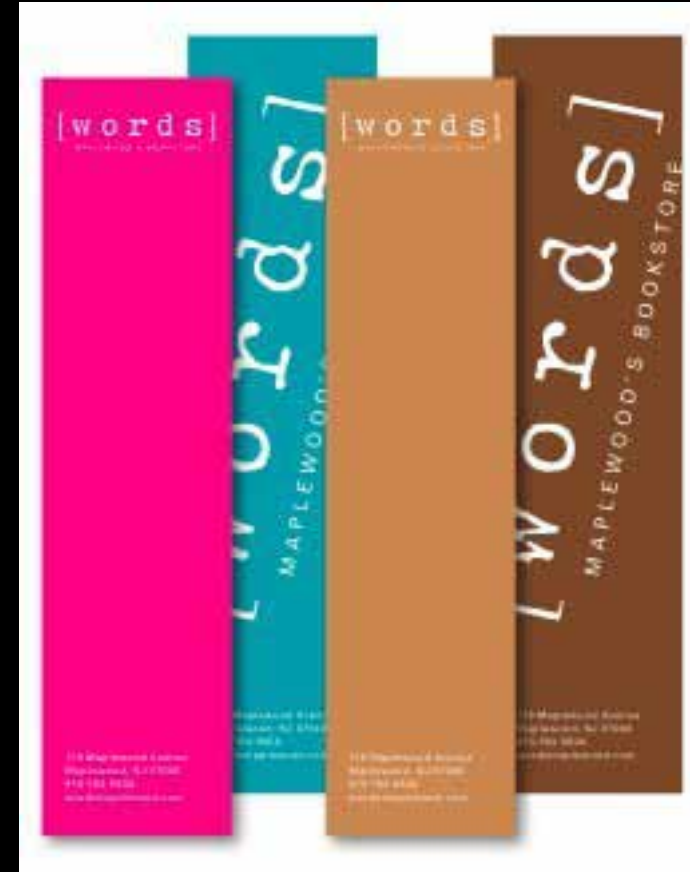
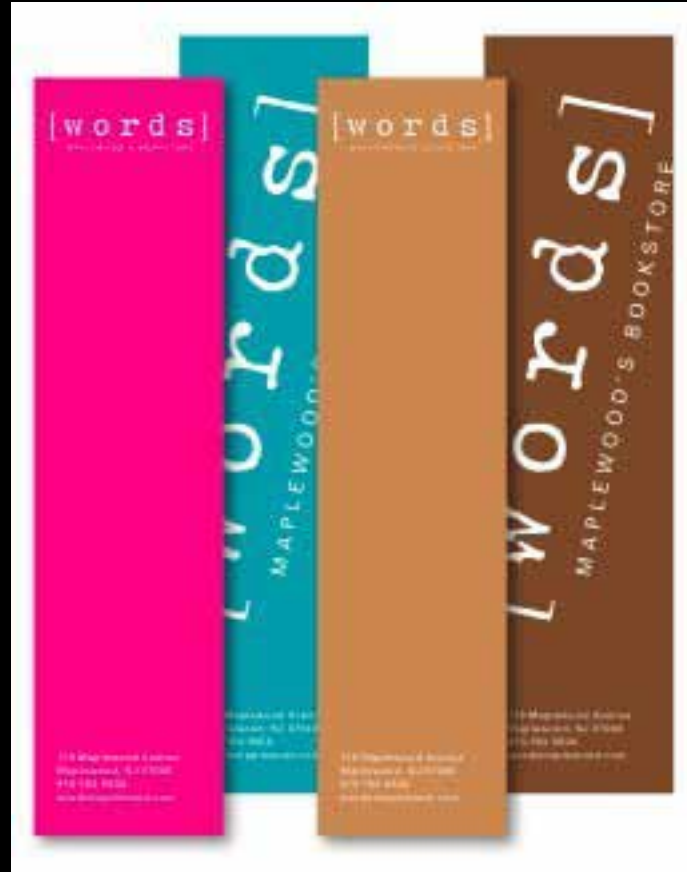
If you love **intense color** but don't want to detract from the books, apply it to lighting fixtures, your register area, or an **accent wall**.

LED lighting can make the ordinary extraordinary. At ordinary prices.













[w o r d s]
BOOKSTORE



OPEN









**THRIVING IN THE
COMET'S TAIL**

with author
RICHARD SLUTZKY

**THURSDAY, JANUARY 27
7:30 pm**

[words]





If you're a bit of a
shrinking violet about color,
just look to the master
of color, **Mother Nature**,
for answers.
She's got every solution
scattered throughout the
natural world.



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To learn more, please visit www.secretlanguageofcolor.com