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## Color Schemes in Department Store Brands

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# Color Schemes in Department Store Branding

Annaleia Altstaetter, Graphic Design, Design Research Methods



# Why are color schemes important?



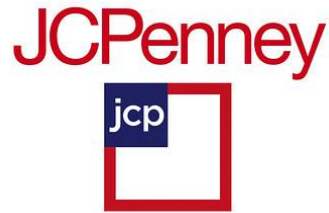
# How are color schemes used in graphic design?

- Communicates the message behind a design
- Reflects the brand essence
- Influences customers to purchase on impulse or choose their service over a competitor's



# The Color Red

- Grabs people's attention
- Associated with passion, excitement, and movement
- Encourages an appetite
- Creates a sense of urgency





# Macy's Advertisements

Magazine Cover

**FRIENDS & FAMILY**  
*Your favorite designers, our biggest savings! Wed. 6/5 Mon. 6/10*

**SAVINGS STACKUP** ↑  
all the ways to save:

**EXTRA 30% OFF**  
Even on reg.-priced styles.

**EXTRA 15% OFF**  
Your beauty purchase.

**6-DAY SPECIALS**  
Select men's & home styles.

**STAR REWARDS**  
Macy's Star Rewards Members get more savings & great perks. Visit [macy.com/starrewards](http://macy.com/starrewards) for more details.

Exclusions apply, see back cover & [macy.com/friends](http://macy.com/friends).

**50-60% off**  
Bring on spring with new shoes & sandals. See page 10.

**40-60% off**  
All the latest for brighter days. See page 12.

**65% off**  
Sink into deeper sleep with Charter Club Damask Collection. See page 8.

**50% off**  
Time for a serene moment with Buffalo Calzed Briton. See page 16.

**Starting at \$49.99**  
For family meals in a flash, Instant Pot. See page 2.

**30% off Levi's®**  
See page 2-3.

**Extra 20% off**  
Excludes Specials. Other exclusions apply. See [macy.com/refresh](http://macy.com/refresh) & reverse.

**Specials**  
For your home & everyone in it.

**Get rewards**  
See Rewards members earn on every purchase except Gift Cards, services & fees. See inside front cover.

**macy's**

Father's Day is June 16

Weekly Ad

**Our Lowest Prices of the Season**  
Mon. 4/5-Sun. 4/11

**50-60% off**  
Time for a serene moment with Buffalo Calzed Briton. See page 16.

**Starting at \$49.99**  
For family meals in a flash, Instant Pot. See page 2.

**30% off Levi's®**  
See page 2-3.

**Extra 20% off**  
Excludes Specials. Other exclusions apply. See [macy.com/refresh](http://macy.com/refresh) & reverse.

**Specials**  
For your home & everyone in it.

**Get rewards**  
See Rewards members earn on every purchase except Gift Cards, services & fees. See inside front cover.

**macy's**

Website Ad

**Big Refresh Sale**  
20-60% off

**30% off Levi's®**  
See page 2-3.

**Extra 20% off**  
Excludes Specials. Other exclusions apply. See [macy.com/refresh](http://macy.com/refresh) & reverse.

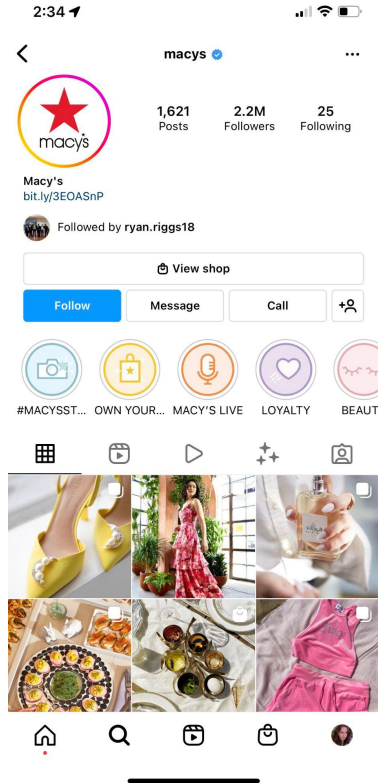
**Specials**  
For your home & everyone in it.

**Get rewards**  
See Rewards members earn on every purchase except Gift Cards, services & fees. See inside front cover.

**macy's**

# Macy's Social Media Ads

## Instagram



## Twitter



## Facebook



# Macy's Conclusion

- The overall message was saving money with discounted prices. The message was consistent throughout all advertisements. The targeted audience is middle-class women who have families. The media was appropriate to reach the audience.



# Tj Maxx Advertisements

Website Ads



Weekly Ad

**T.J. maxx®**  
shop tjmaxx.com

**we're in the game  
of style and savings**

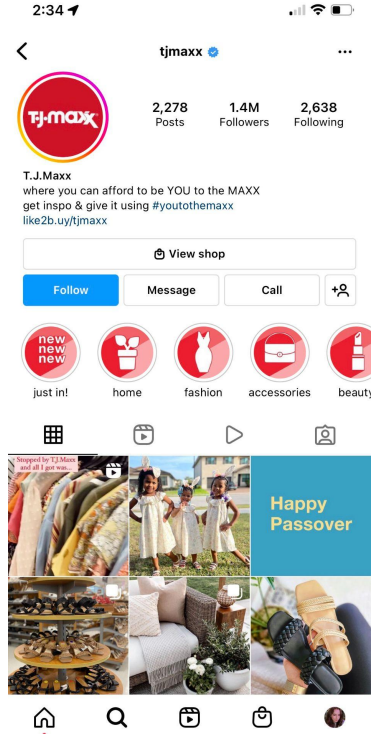
It's what T.J. Maxx is all about, amazing high-quality designer & brand name styles for you, your family and your home at amazing savings every day. It's the perfect post-game destination.

*Stop by T.J. Maxx today.*

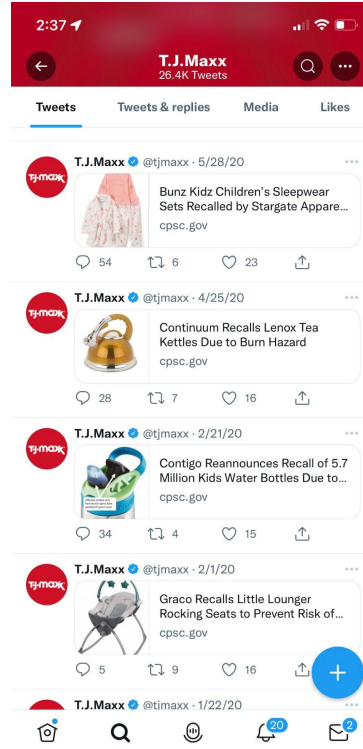
women | men | home | kids | accessories | juniors | shoes | women's plus

# Tj Maxx Social Media Ads

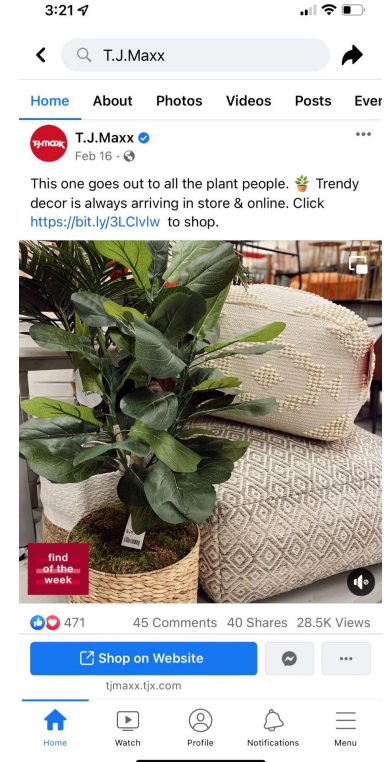
## Instagram



## Twitter



## Facebook



# Tj Maxx Conclusion

- The overall message was saving money in style. The message was consistent throughout all advertisements. The targeted audience is middle-class women between the ages of 16-40. The media was appropriate to reach the audience.

# Jcpenney Advertisements

Magazine Ad



**JCPenney**

**Weekdays are back in style**

Shop smart and get first-class looks at best-in-class savings.

**EXTRA 25% OFF** with coupon | select styles  
\*exclusions apply. See coupon for details

Weekly Ad



**29<sup>99</sup>**  
Crock-Pot 6-qt. Cook & Carry slow cooker  
reg. \$44

**89<sup>99</sup>**  
Black+Decker extra-wide cordless 15-blade air fry toaster oven  
reg. \$107  
in select styles & on jcp.com

**Levi's**  
25% OFF  
Women's Levi's mid-rise skinny jeans  
select styles  
Also available in women's plus sizes  
sale \$44.43  
reg. \$59.50  
Additional offers and coupons do not apply to Levis®

**50% OFF**  
Extra 50% off with JCPenney Credit Card®  
KID'S Arizona jeans & joggers  
select styles | sale \$14.99-\$19.99  
reg. \$29-\$40

**21<sup>99</sup>**  
Girls' or Juniors' Arizona jeans  
select styles  
After Coupon \$17.49  
reg. \$42

**JCPenney**  
39<sup>99</sup>  
Cuisinart 15-speed glass jar blender  
reg. \$47

**Levi's**  
BUY 1 GET 1 50% OFF  
Men's Levi's® 501® regular fit  
select styles  
reg. \$55-\$65  
Additional offers and coupons do not apply to Levi's®  
Phone and web through 2/1  
(See page 16 for details)

**50% OFF**  
College team fleece  
select styles  
sale \$24.99-\$29.99 | reg. \$50-\$60  
Team sports merchandise received from coupons.  
Items and regular may vary by store.  
in store only

**JCP SKIP THE SCISSORS**  
All your coupons, rewards and offers are loaded in the app wallet, automatically.  
jcp.com/app

**\$25 DIAMONDS? YES, PLEASE!**  
JCPENNEY REWARDS MEMBERS! SAVE 80%  
1/10 ct. 1-w. diamond pendant, earrings or ring in sterling silver for \$25. sale. \$49.99 ea. for non-Rewards members. reg. \$124.98 ea. jcp.com 283-7324, 4003, 3034, 3001, 5013.  
Limited time special while supplies last. Excludes from coupon and Rewards. Ring size 7. Tracking available with purchase of Lifetime Protection Plan for \$25. Not a Rewards member? Join today!

**JCPenney REWARDS**

Website Ad



**BUY 1 GET 1 FREE**

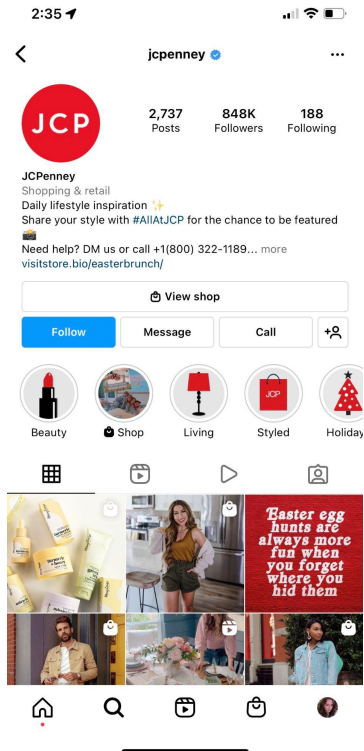
**SELECT KIDS' ARIZONA JEANS & JOGGERS**  
reg. \$30-\$40

Offer valid 2/1-2/4. Buy one item at regular price, get the second item of equal or lesser value for free. Some items may be same category of merchandise or same gender. Conditions and exclusions apply. See store or jcp.com for details.



# Jcpenney Social Media Ads

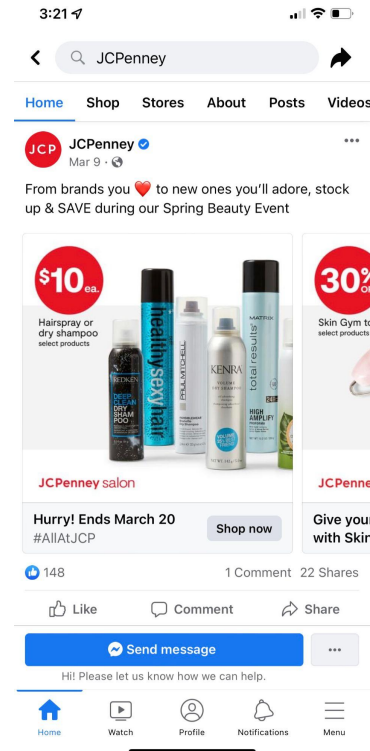
## Instagram



## Twitter



## Facebook





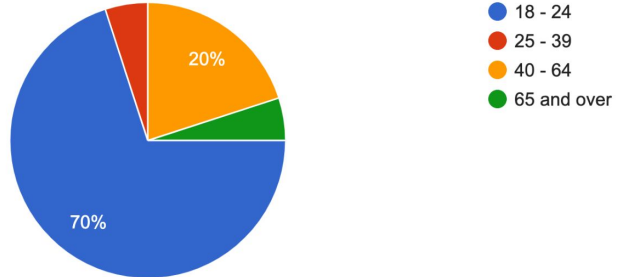
# Jcpenney Conclusion

- The overall message was saving money in style. The message was consistent throughout all advertisements. The targeted audience is upper-middle and middle class families. The media was appropriate to reach the audience.

# Questionnaire Results

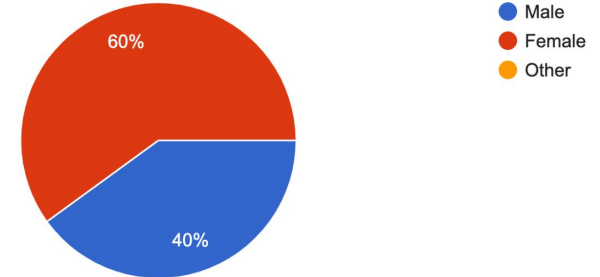
Approximately, what is your age?

20 responses



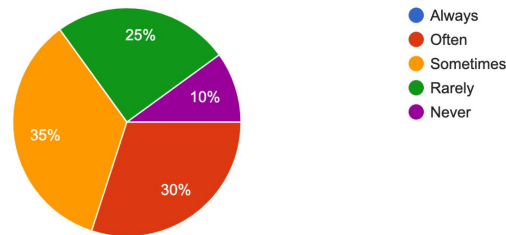
What is your gender?

20 responses

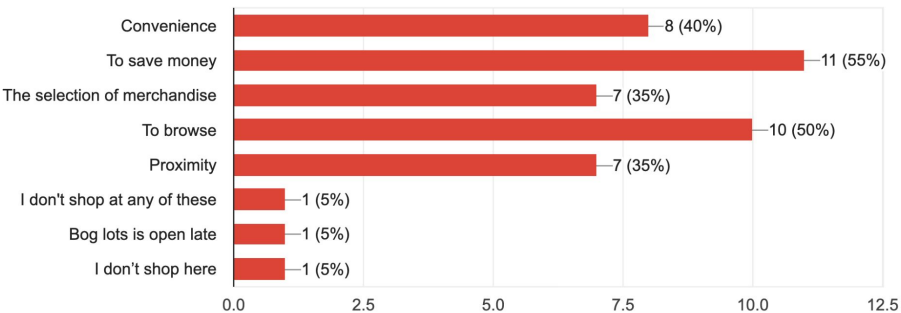


# Questionnaire Results

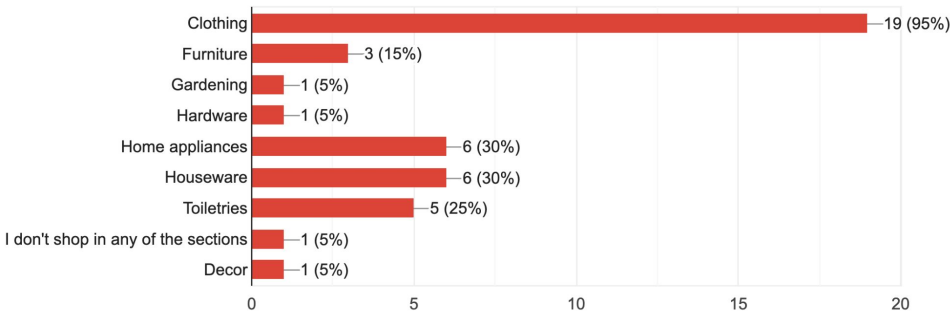
How often do you shop at these department stores: Macy's, TjMaxx, and Jcpenneys?  
20 responses



Why do you shop at these department stores? Select all that apply.  
20 responses

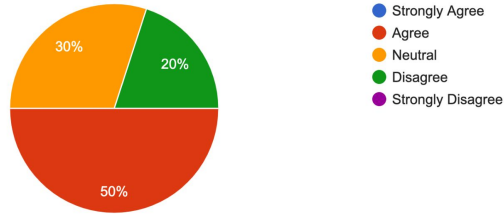


Which sections do you shop the most in? Select all that apply.  
20 responses

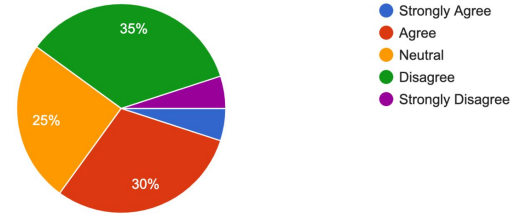


# Questionnaire Results

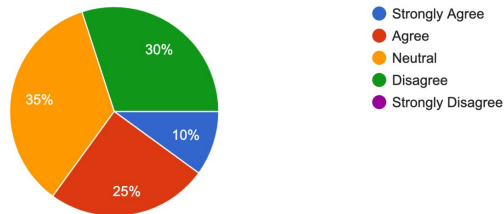
Macy's brand essence is to create a brighter future with bold representation that empowers more voice, choice, and ownership for their customers....acy's branding communicates their brand essence.  
20 responses



Tj Maxx's brand essence is to deliver exciting, fresh, and affordable designer goods to customers with exceptional value and customer service. The ...axx's branding communicates their brand essence.  
20 responses



Jcpenney's brand essence is "style and value for all," a promise to help our customers find what they love for less time, money and effort. The re...nney's branding communicates their brand essence.  
20 responses



# Conclusion

In the industry of department stores, the consistent color scheme is a bold red color with same darker accent shades of navy blue and black. The color choices communicate the brand's essence of saving money through discounted prices.



Thank you!

# Citations

<https://smallbiztrends.com/2014/06/psychology-of-colors.html>

<http://lizkube.blogspot.com/2012/09/brand-positioning-tj-maxx.html>

<https://www.macysinc.com/brands/macys>

<https://companyblog.jcpnewsroom.com/blog/2018/03/12/jcpenney-debuts-new-brand-promise-style-and-value-for-all/>