Kenny Do & Ryley Hughes

A Pigment of Your Imagintion

Design is at the core of Apple's philosophy & colour is a key component to their success.

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As a point of differentiation, Apple takes colour seriously. **Different cultures, ages and genders all have their own go to colours** – For Apple, it is about branding, positioning and generating appeal in the market.

Since the iPhone 5, Apple have been rolling out new colours into their iPhone range as well as maintaining their classic Black & White options, offering their customers a wide variety of finishes to choose from. This decision has without a doubt, increased Apple's yearly sales dramatically with their numbers jumping from **40 million units with the iPhone 4 in 2011, to 125 million units with the iPhone 5 in 2012, the year that these new colours were introduced.**

Although this great number in sales can't only have come as a result of these new colours, it is safe to say that they played a crucial role in giving the iPhone a new and refined look. Apple generated a wider appeal for their product through a diverse range of finishes such as Gold, Silver, Space Grey and Rose Gold – a set of colours carefully chosen to represent that of a "luxury" phone and to attract buyers of all different tastes.

This trend of success has resulted in Apple's continuation of these "luxury" colours within their later iPhone models– even going as far as incorporating the same palette into their **iWatch** range. By maintaining them, Apple have since managed to associate these specific colours with their brand itself, despite other tech giants, such as Google, using similar design approaches in their phone ranges and achieving results nowhere near as mentionable.

A survey was conducted amongst 79 Western Sydney University students in order to determine which colour iPhone was most preferred and if it had any correlation with their gender or age. The three most popular choices were **Rose Gold (39%), Matte Black (25%) and Classic Black (17%)**; with Rose Gold being overwhelmingly popular amongst female students and both the Matte Black and Classic Black evenly favoured by both male and female students of varying ages. These results highlight Apple's core emphasis on design through their Classic Black iPhones maintaining a decent amount of popularity after all these years, along with being able to develop new crowd-favourites such as Rose Gold.
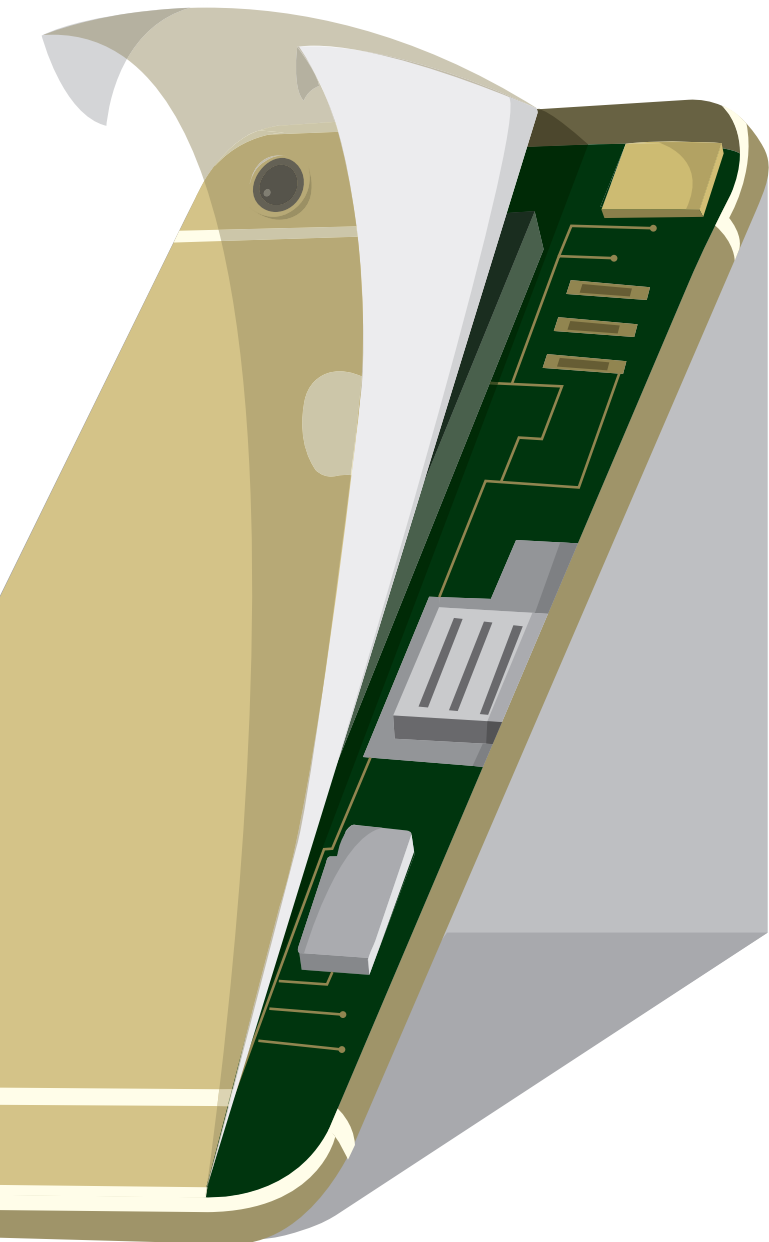
In saying this, for a company to produce better than industry standard products, they need to think of new and innovative ways to create the best of quality. That's why Apple uses **aerospace-grade aluminium** to build outside layers to their iPhones. Not only does it sound high tech, but it also insures the computing and electronics of your iPhone are kept safe.

Apple tops this off by anodizing this outside layer, for an extra amount of protection. This outside layer is just **5 micrometres thick - thinner than paint.** The process of colouring the aluminium is simple and easy to do, making it possible for Apple to mass produce a product such as the iPhone in many colours.

This approach to re-designing the outer material and aesthetic resolves the previous iPhone model problems of the back of the phone easily shattering due to being made of glass.

Another reason why it is crucial for any product to stand out as something new and different in the market is because a brand's reputation for being innovative is what keeps them on top of the market, which provides sales.

One of the most important factors of Apple's products, as previously mentioned is the addition of specific colours. From the retro Apple Mac's that showed off an array of vibrant colours to the subtle, luxury look of the iPhone, colour has had a huge impact on Apple's success.

Other aspects where colour was incorporated by the company include their older poster advertisements for iPods, the web experience on iPhone sales in relation to new colouring and the demand of favoured colour accessories.

Through methodical colour use and how they influence the targeted audience, Apple has been able to improve the experience of the iPhone through a pleasingly artistic design of colour.
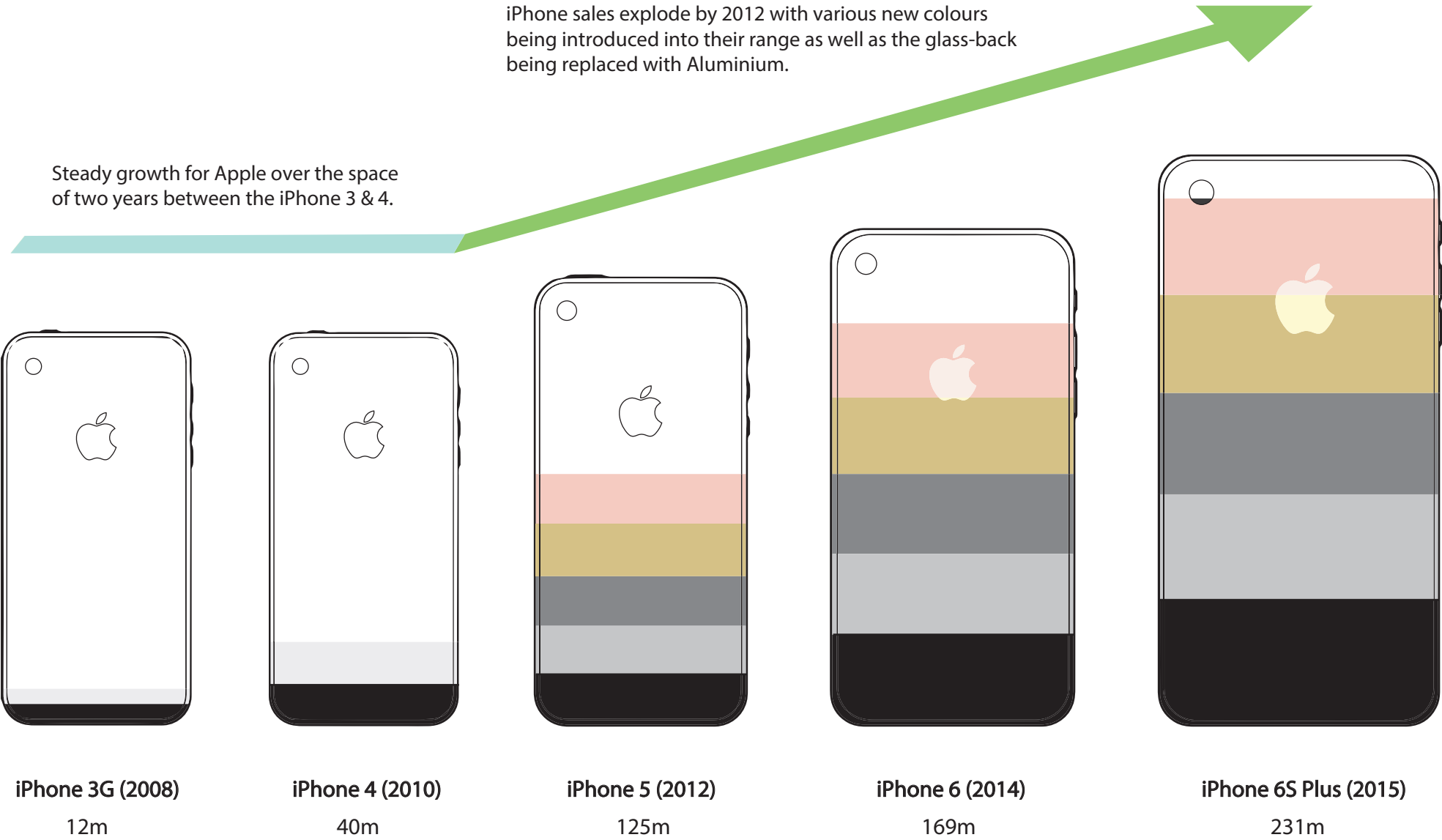
This evidence that supports the importance of colour to Apple, applies as a strong foundation to what the future holds for the aesthetics of modern day technology.

As the iPhone leads the way for modern day technology, new & specific demands within the market need to be targeted in order to keep up with current trends.
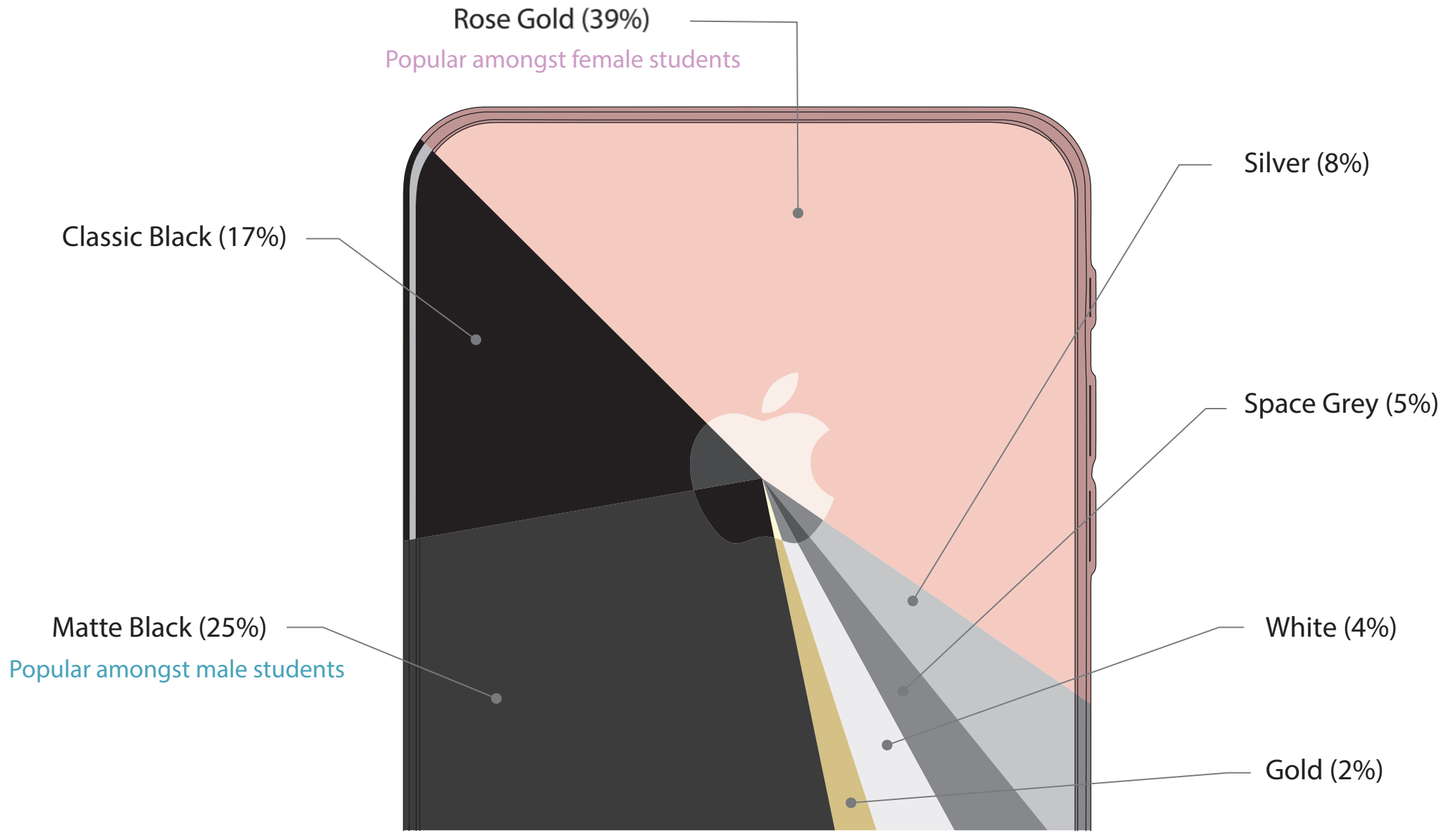
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How Colour affected iPhone Sales

iPhone sales explode by 2012 with various new colours being introduced into their range as well as the glass-back being replaced with Aluminium.

Steady growth for Apple over the space of two years between the iPhone 3 & 4.

iPhone 3G (2008)	iPhone 4 (2010)	iPhone 5 (2012)	iPhone 6 (2014)	iPhone 6S Plus (2015)
12m	40m	125m	169m	231m

Most Popular iPhone Colour (WSU Student Poll)

Results collected from 79 students

Rose Gold (39%)
Popular amongst female students

Silver (8%)

Classic Black (17%)

Space Grey (5%)

Matte Black (25%)
Popular amongst male students

White (4%)

Gold (2%)

4

Evolution of Apple's Colour Palette

1976

The **Apple I** was the company's first computer which was made from wood.
Apple II models thereafter were made from the a light-coloured plastic.

1998 - Mid 2000s

Apple begins to experiment by using bold colours within their **iMac G3** range which quickly became iconic for their unique appearance.

iPods were later released, but came in subtle shades of grey & black.

2012 - Present

Apple begins to incorporate aluminium as a substitute for their previous glass iPhones along with a whole new range of luxury colours, greatly boosting their sales and popularity.

1977 - 1998

Products began to come in different colours, most notably the **Powerbook series,** however, it did not offer a great deal of variety to customers.

Late 2000s - 2012

The first **iPhone** and **iPod touch** models were released, made with higher-quality materials but again, lacked variety in terms of appearance as they were only available in black or white.