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“Color highlighting offers significant advantages in text-rich printed business documents.”

—David D. Lattanze Center Working Paper

Wednesday

Morning

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Press

Results of the Lattanze Center's **C**olor Highlighting Study

77% of the study's participating business decision-makers *paid preferential attention* to printed pieces with color-highlighted text.

They gravitated to printed materials with text highlighted in color more than to documents highlighted by use of different fonts, by bold-face type, or not at all.

Study subjects could locate target words in color-highlighted text documents

- 75% faster than they could with those with non-highlighted text
- 42% faster than they could with text highlighted by a font change
- 28% faster than copy highlighted in bold-face type

The individuals studied could quickly and accurately *sort* color-highlighted documents

- 13% faster than printed pieces highlighted in bold-face type or in a different font

Study participants could *comprehend* color-highlighted text

- 22% faster than non-highlighted copy, with 96% accuracy

They scored only 54% accuracy when reading non-highlighted text.

The use of color highlighting in printed text, the study concluded:

1. Boosts readership
2. Helps readers find key information
3. Increases reader understanding of copy

Color-highlighted copy proved superior to non-highlighted copy, and to other highlighting methods, such as the use of bold-face type (the second-best highlighting method) and of fonts different from the main text font.

To receive a copy of the Lattanze Center working paper at no cost or obligation, phone George Kinney of The Castle Press toll-free at 1-800-794-0858.

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