

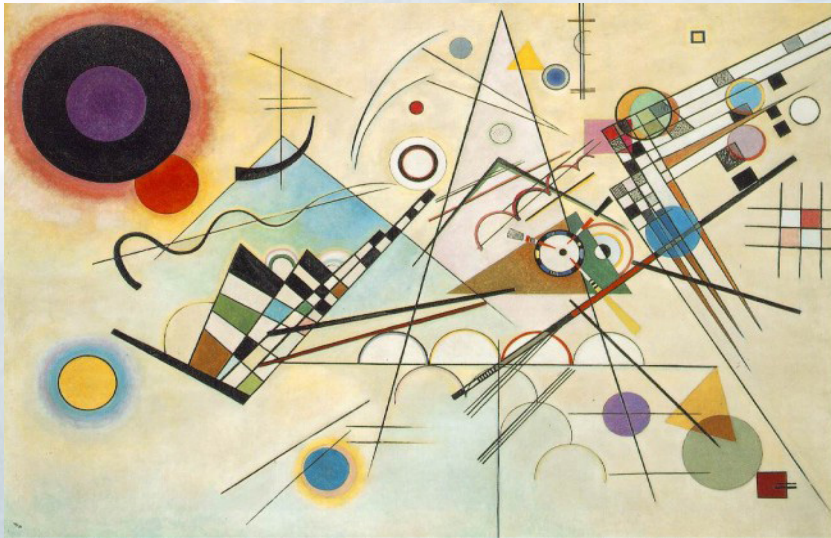
The Psychology of Color

- **People relate color to personal, cultural, environmental, and symbolic experiences**
- **Color preference is guided by instinct**
- **It is the element in art with the most enriched associations**



- **For human beings color is both a physical and emotional experience**
- **Color preferences may be rooted in childhood and life experiences with certain objects**
- **Color associations link colors to specific emotions**





Synaesthesia

- The simultaneous response of two or more senses to a single stimulus
- Colors are associated with other senses (food, sound)
- Colors can be loud, soft, quiet, harmonious or discordant



RED

- Associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.
- Enhances human metabolism, increases respiration rate, and raises blood pressure.
- It attracts attention more than any other color, at times signifying danger.

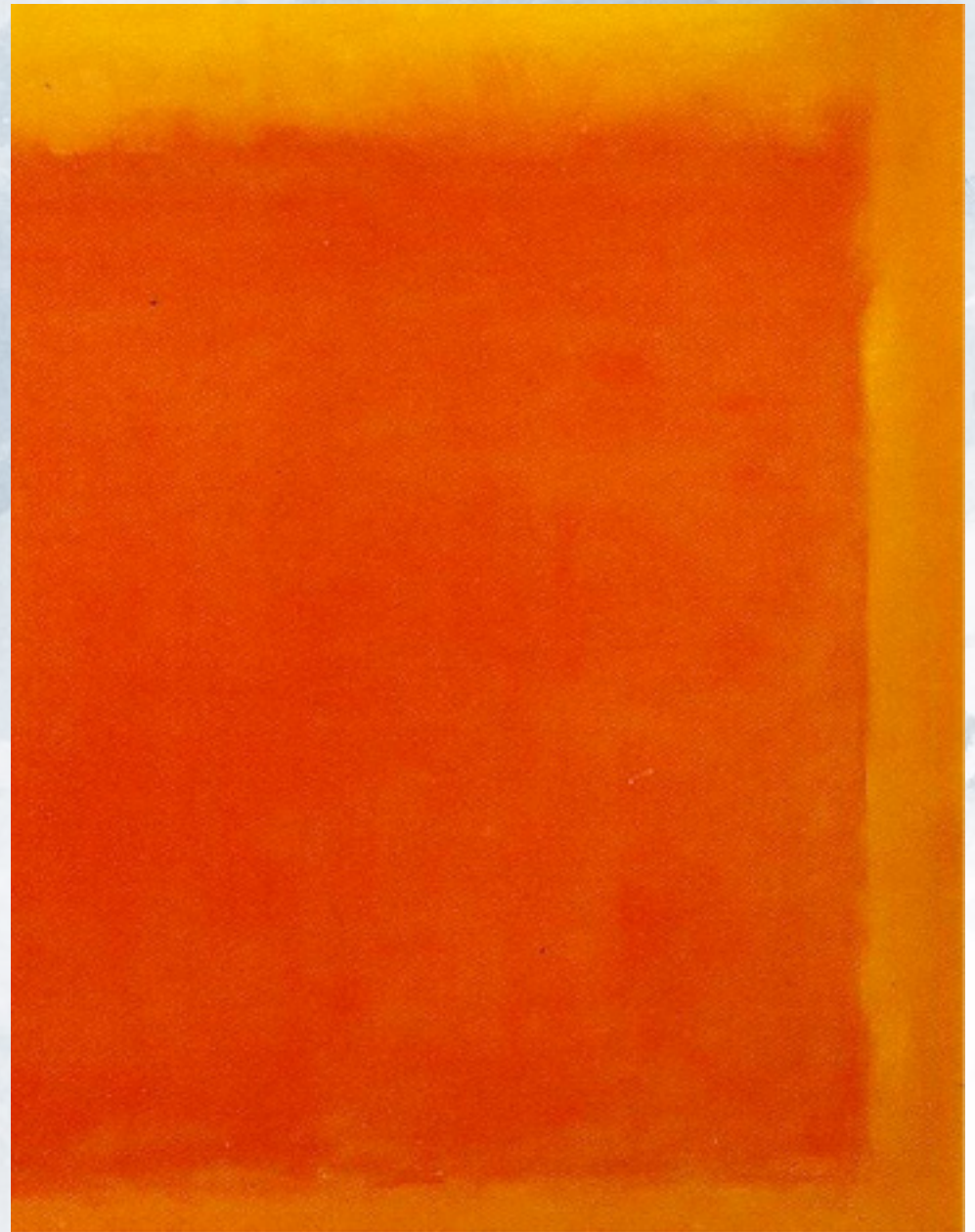


ORANGE

Combines the energy of red and the happiness of yellow.

Associated with joy, sunshine, and the tropics.

Represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.



YELLOW

Associated with joy, happiness, intellect, and energy.

Produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy.

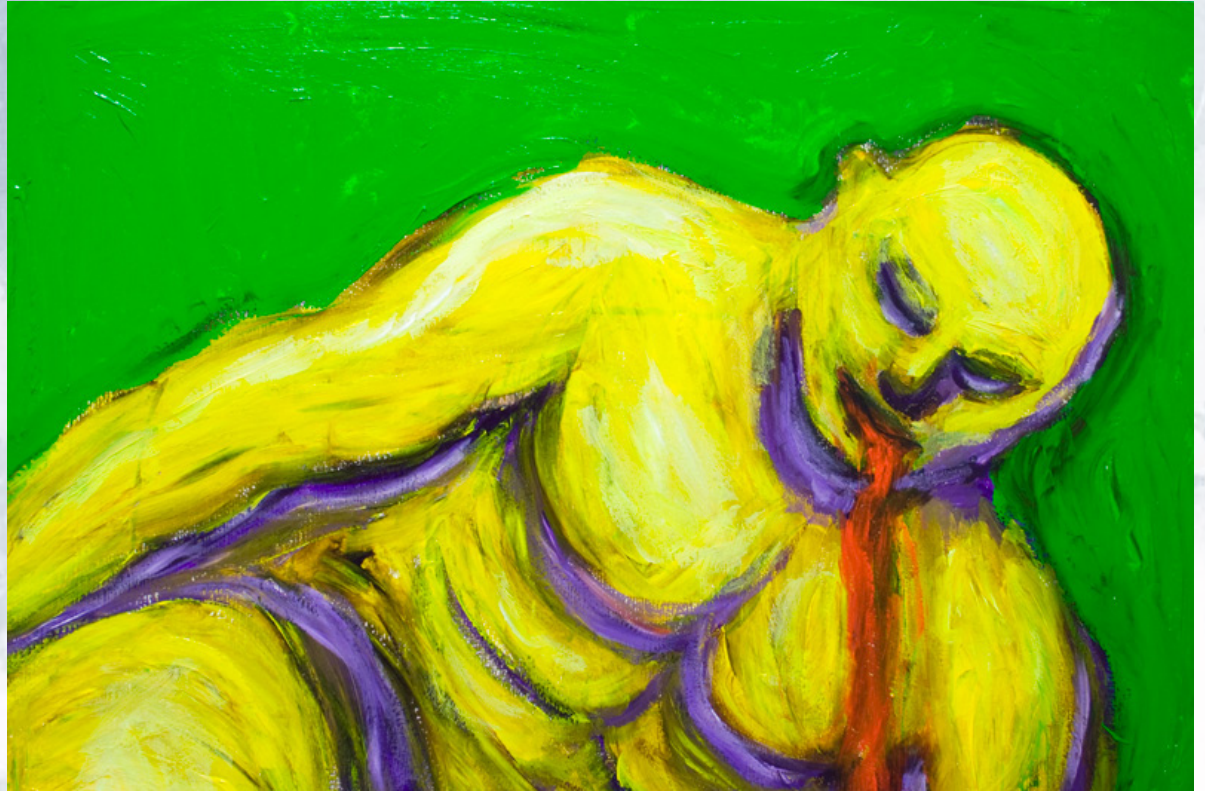
Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color.



When overused, yellow may have a disturbing effect.

It is known that babies cry more in yellow rooms.

Yellow indicates honor and loyalty. Later the meaning of yellow was connected with cowardice.



YELLOW

GREEN

Color of nature. It symbolizes growth, harmony, freshness, and fertility.

Strong emotional correspondence with safety.

Dark green is also commonly associated with money.



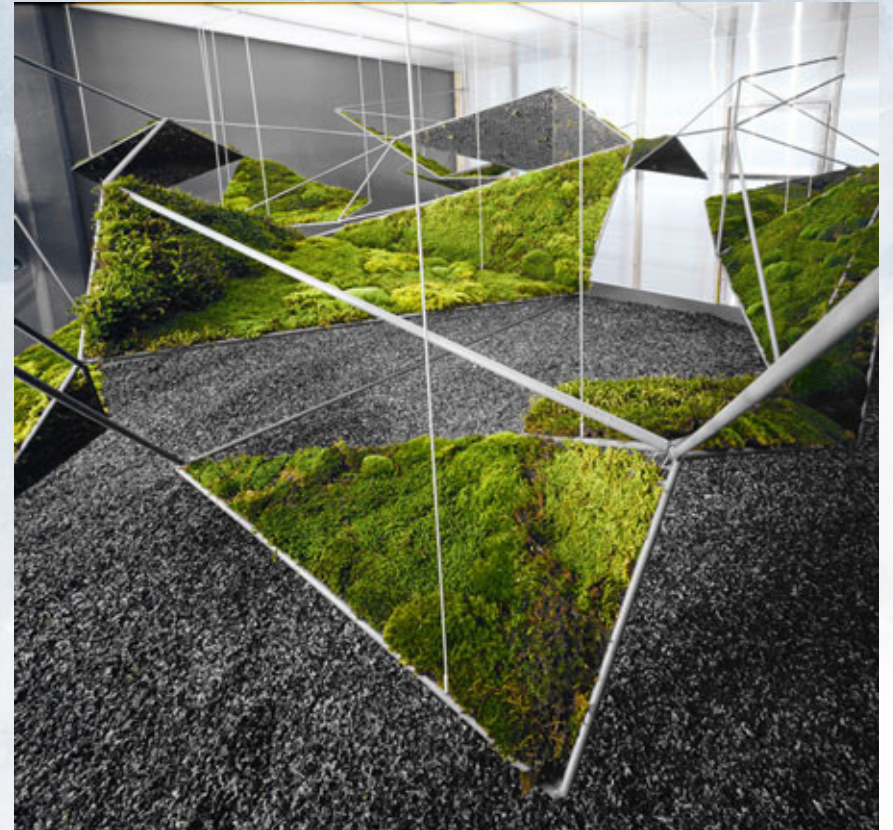
Green suggests stability and endurance.

Symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Considered beneficial to the mind and body.

Slows human metabolism and produces a calming effect.

Strongly associated with tranquility and calmness.



GREEN

BLUE

Intelligence,
communication,
trust, efficiency,
serenity, duty,
logic, coolness,
reflection, calm.

Coldness, lack
of emotion,
unfriendliness

Blue is soothing

Strong blues will stimulate clear thought and
lighter, soft blues will calm the mind and aid
concentration.





Blue is the world's
favourite color

However, it can be
perceived as cold,
unemotional and
unfriendly **BLUE**

VIOLET

Combines the stability of blue and the energy of red.

Associated with royalty. It symbolizes power, nobility, luxury, and ambition.

Conveys wealth and extravagance.

Associated with wisdom, dignity, independence, creativity, mystery, and magic.



WHITE

Associated with light, goodness, innocence, purity, and virginity.

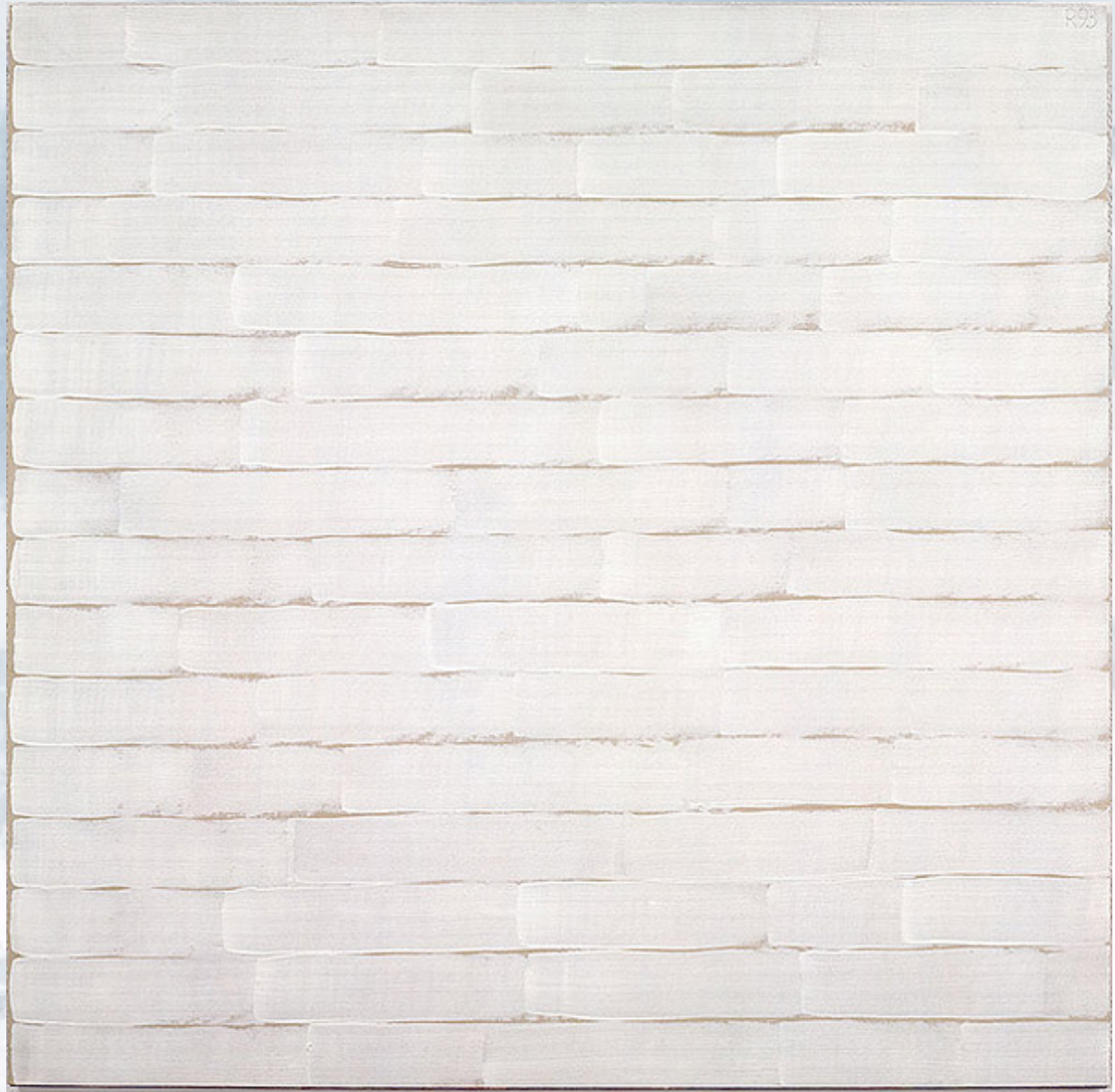
Considered to be the color of perfection.

Signifies safety, purity, and cleanliness.

Usually has a positive connotation.

Can represent a successful beginning.

Depicts faith and purity.



BLACK

Associated with power, elegance, formality, death, evil, and mystery.

A mysterious color associated with fear and the unknown (black holes).

Usually has a negative connotation (blacklist, black humor, 'black death').

The symbol of grief.



OPTIMISM CLARITY
WARMTH

FRIENDLY CHEERFUL
CONFIDENCE

EXCITEMENT YOUTHFUL
BOLD

CREATIVE IMAGINATIVE
WISE

TRUST DEPENDABLE
STRENGTH

PEACEFUL GROWTH
HEALTH

BALANCE NEUTRAL
CALM

