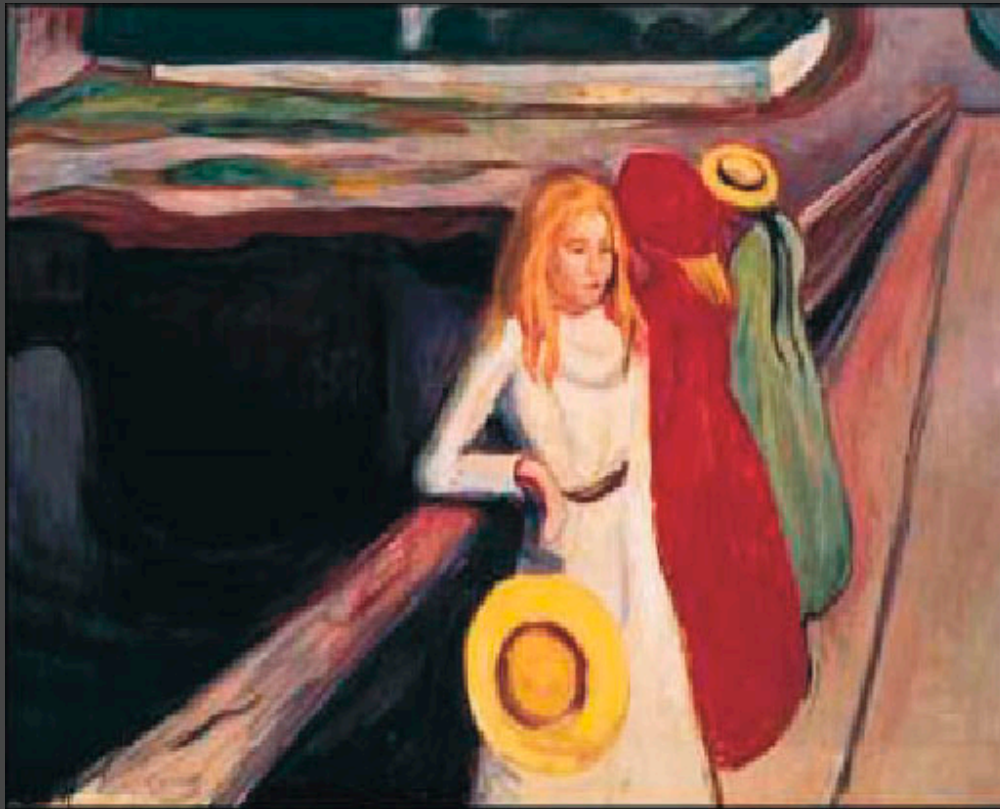


COLOR PSYCHOLOGY



Nature is not only all that is visible to the eye --it also includes the inner pictures of the soul.

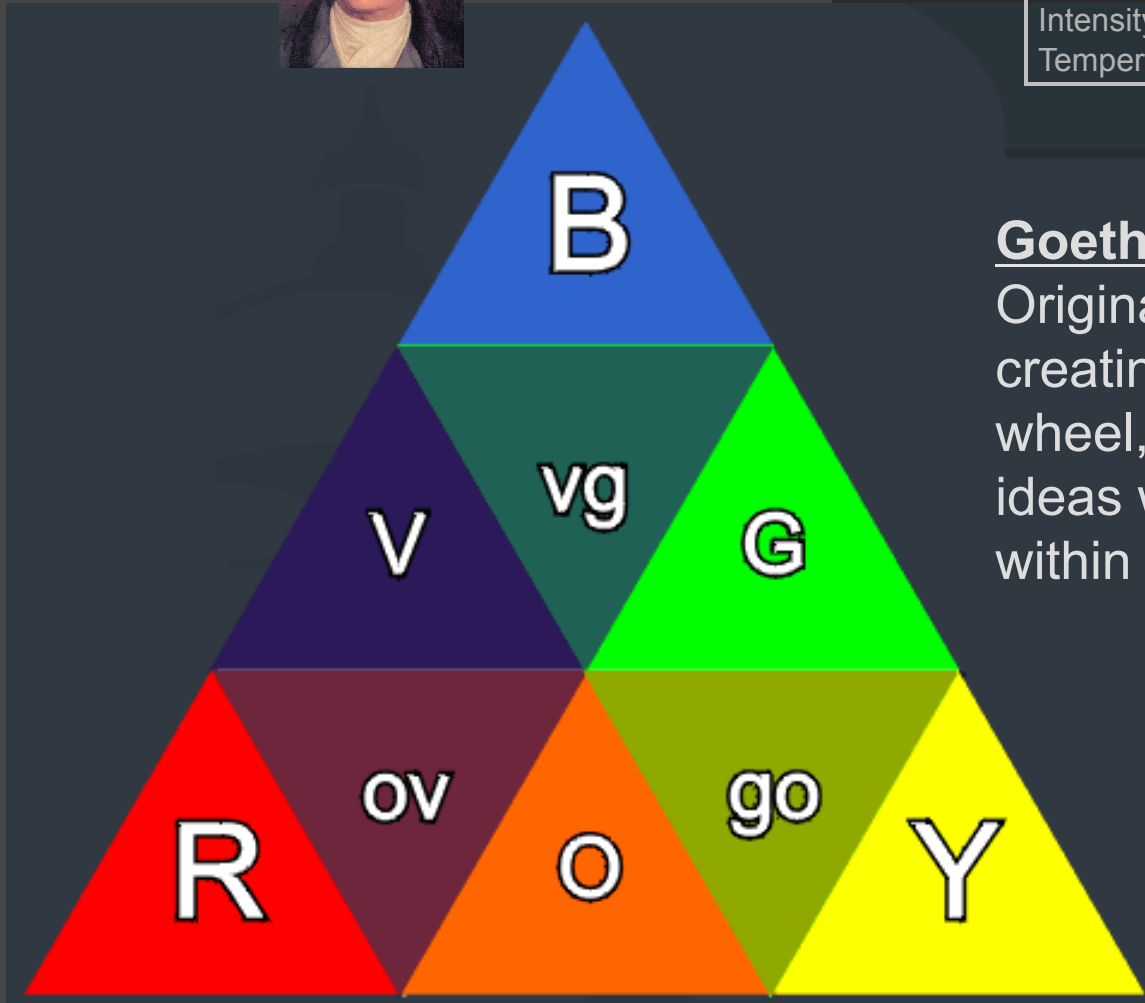
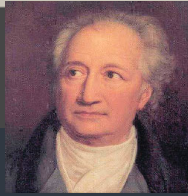
-Edvard Munch





In the early 1800's Johann Wolfgang Goethe challenged Newton's ideas and created his own color system. Newton's studies in color had been scientifically based, while Goethe's interest was more in the psychological effects of color. He wished to investigate whether rules could govern the artistic use of color.

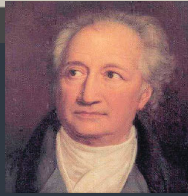




Goethe Color Triangle

Originally planning on creating an improved color wheel, he later found that his ideas were best expressed within an equilateral triangle.





Lucid



Serious



Mighty



Serene



Melancholic



Goethe divided all the colors into two groups. Colors that produce excitement and cheerfulness. Colors that associated with weakness and unsettled feelings.

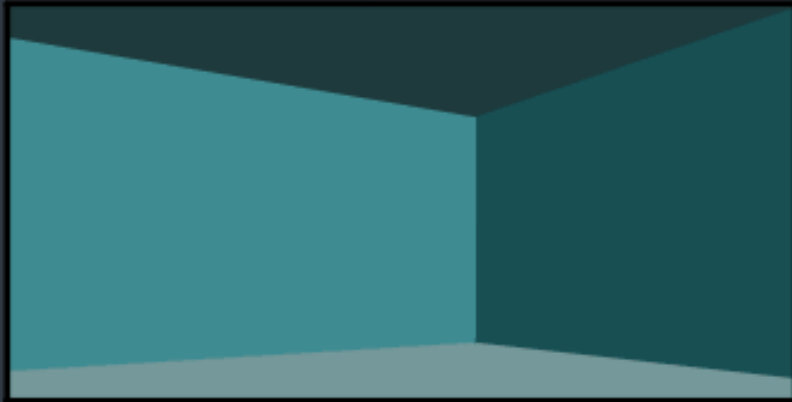




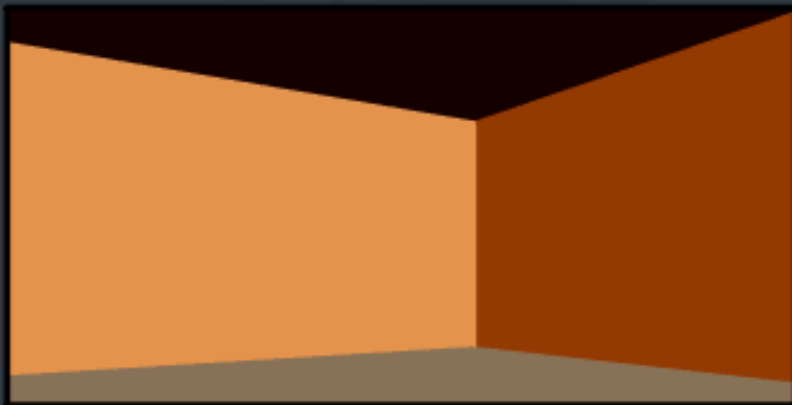
Colors can stimulate, excite, depress, tranquilize, increase appetite and create a feeling of warmth or coolness. This is known as chromodynamics.

Color is light energy: actual physiological changes take place when people are exposed to certain colors. Red results in the highest blood pressure, respiration, heart rate, and eye-blink frequency, blue lowest.





An executive for a paint company received complaints from workers in a blue office that the office was too cold.



When the offices were painted a warm peach, the complaints ended even though the temperature had not changed.



Coordinated color schemes can help motion pictures create a mood that underscores the theme.

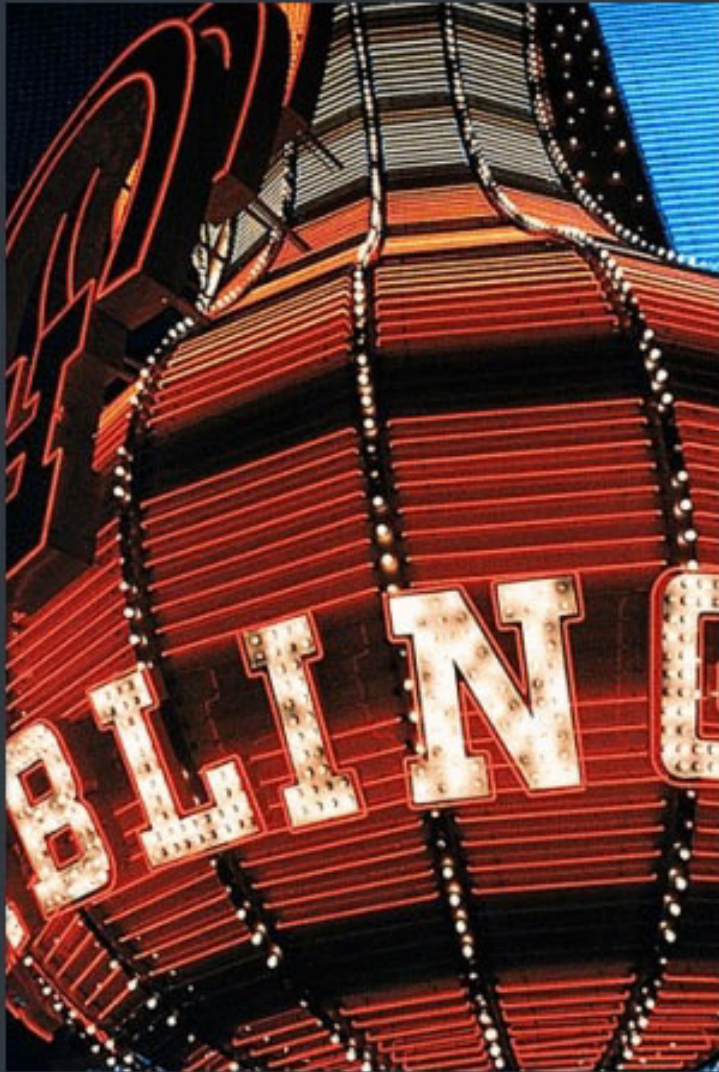




Color has an effect on our emotions and behavior.

In terms of exactly what kind of effect and how it effects, findings are somewhat inconclusive. Our reactions to colors are led by a combination of biological, physiological, psychological, social and cultural factors.





People will actually gamble more and make riskier bets when seated under a red light as opposed to a blue light. That's why Las Vegas is the city of red neon.

Green, brown, and red are the most popular food colors. Red is often used in restaurant decorating schemes because it is an appetite stimulant





In fashion, advertising, and presentations, color is one of the most effective tools.

Psychologists have suggested that color impression can account for 60% of the acceptance or rejection of that product or service.

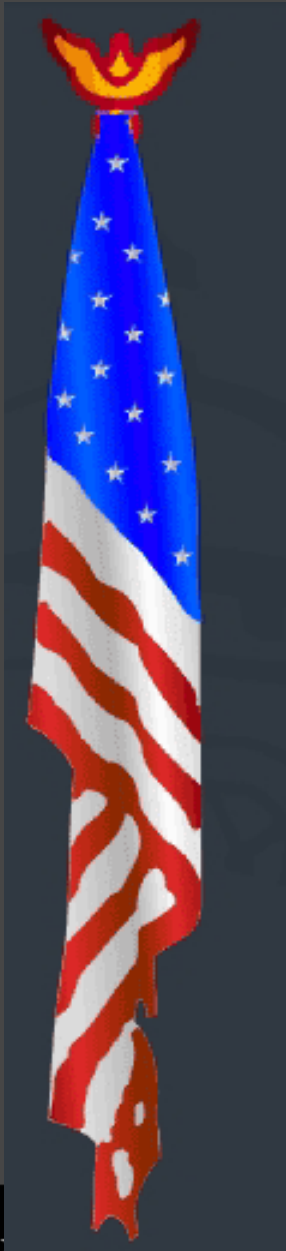




Colors can stand in as symbols for larger ideas, concepts and beliefs.

Colors often have different symbolic meanings in different cultures. For example, white is the color for weddings in western societies but for funerals in traditional Chinese culture; red is generally associated with rage in America but with happiness in China.

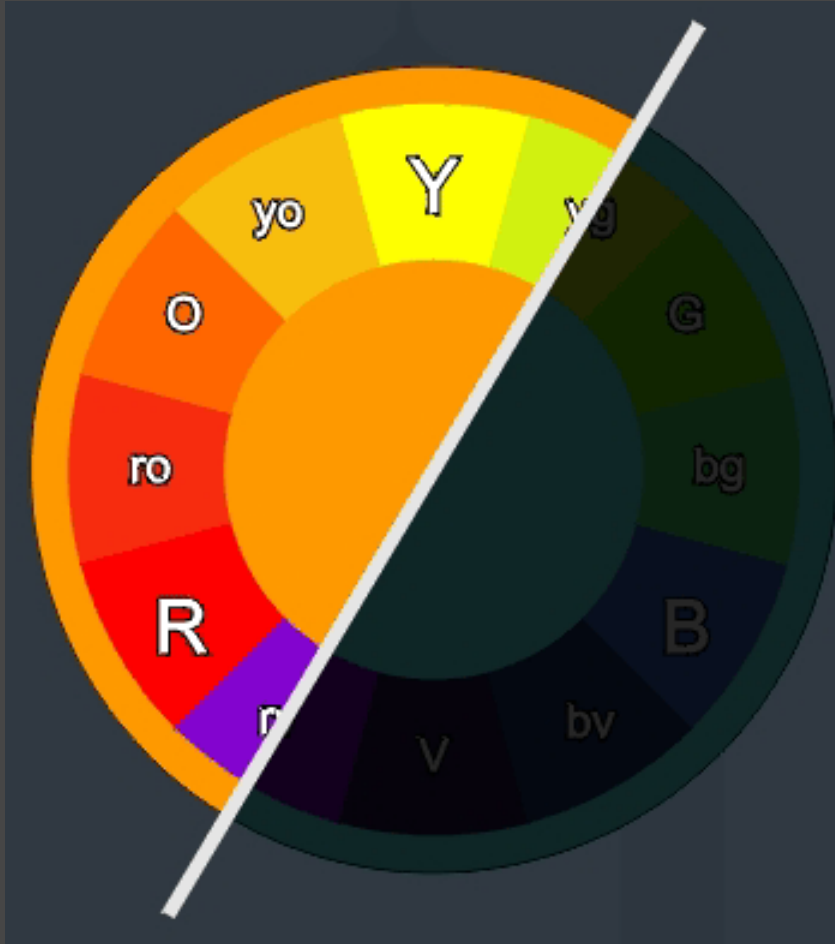




What do the colors of the US flag symbolize?

Why were those specific colors chosen as the best representation of the ideals they represent?





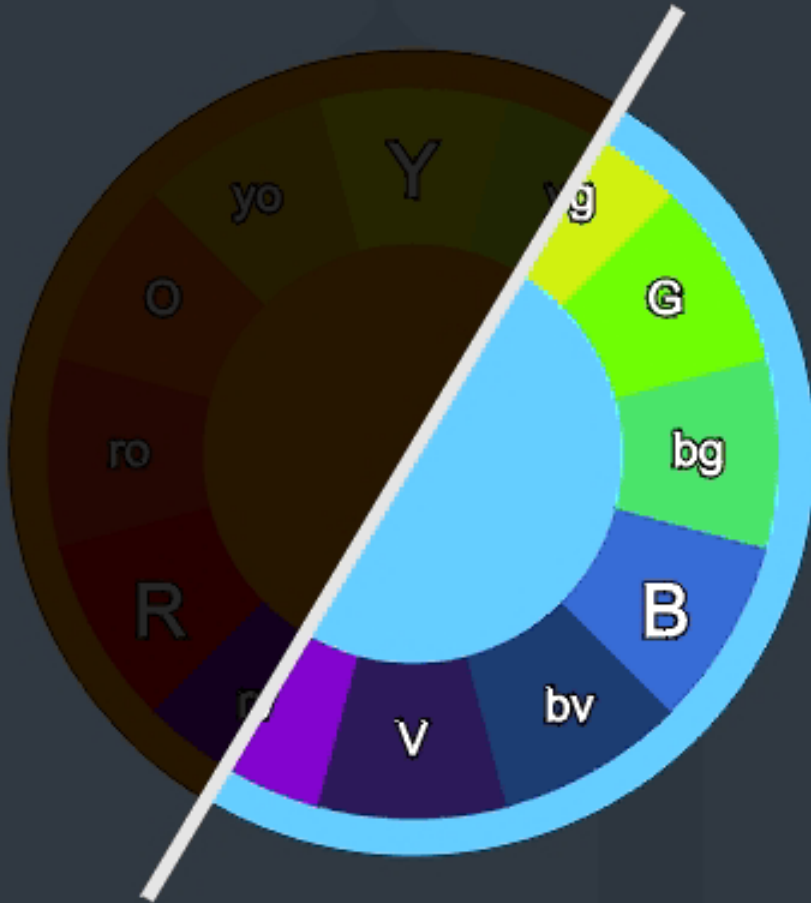
Warm colors

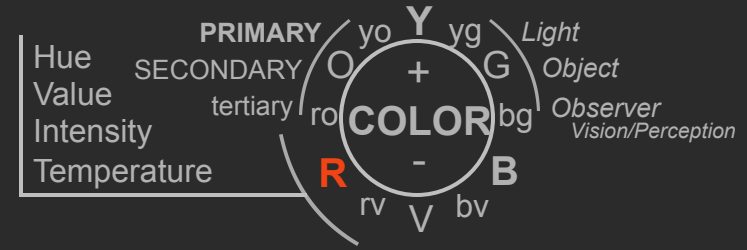
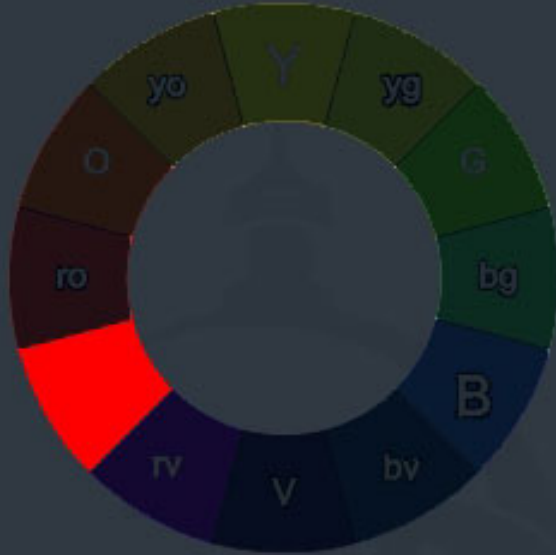
They can produce feelings that are warm, cozy, and inviting. These colors are associated with excitement, happiness and comfort. Yellow, orange and red are associated with the heat of sun and fire.



Cool Colors

Emotions associated with these colors range from calm and peace to sadness, withdrawal and repression. Blue, Green and violet are associated with the coolness of leaves, sea and the sky.

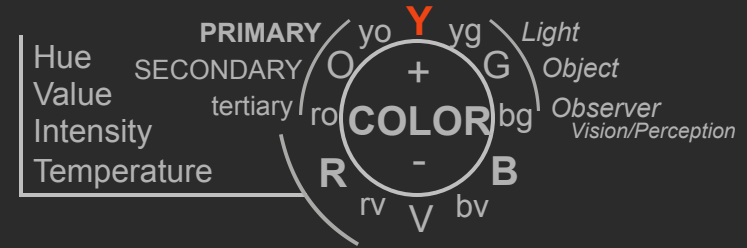
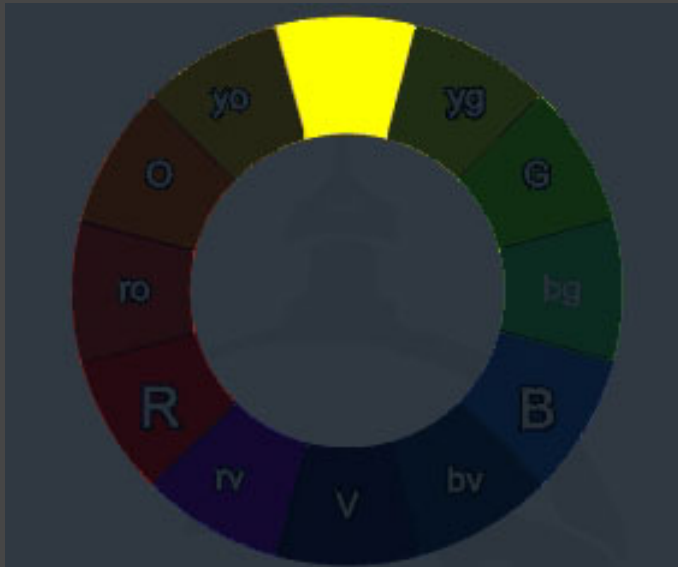




Red

The most emotionally intense color. Red clothing gets noticed but makes the wearer appear heavier. Red cars are targets for thieves. Decorators say that red furniture will attract attention. Since it is an extreme color, red clothing might not help people in negotiations or confrontations.

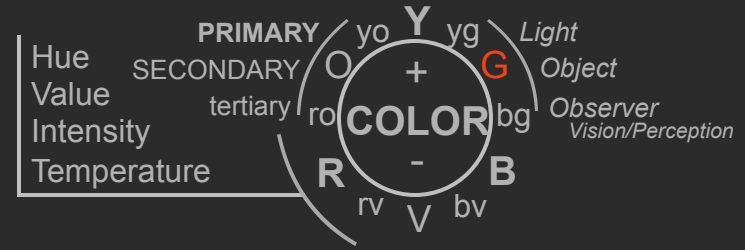




Yellow

Cheerful sunny yellow is an attention getter. While it is considered an optimistic color, people lose their tempers more often in yellow rooms, and babies will cry more. It can be overpowering if overused. Yellow enhances concentration, hence its use for legal pads. It also speeds metabolism.





Green

Green symbolizes nature. It is a calming, refreshing color. People waiting to appear on television programs sit in "green rooms" to relax. Hospitals often use green because it relaxes patients.

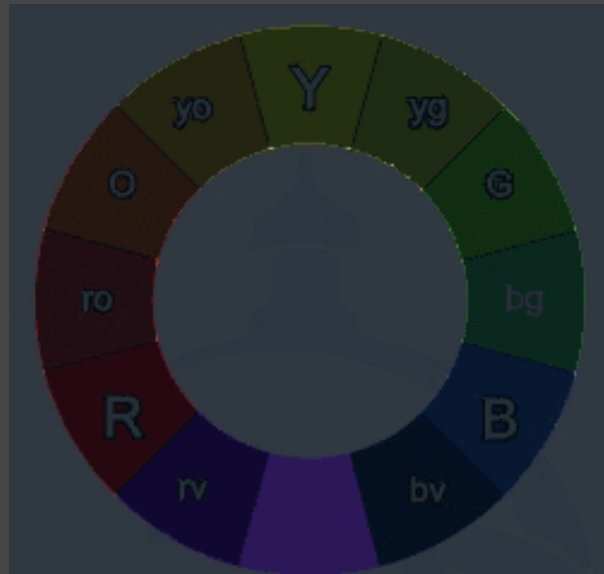




Blue

The color of the sky & ocean. Blue causes the body to produce calming chemicals; is often used in bedrooms. It can symbolizes loyalty. People are more productive in blue rooms. Weightlifters lift heavier weights in blue gyms. Blue is also one of the least appetizing. Blue food is rare in nature; when food dyed blue is served to study subjects, they lose appetite.





Violet

The color of royalty, purple connotes luxury, wealth, and sophistication. However, because it is rare in nature, purple can appear artificial.

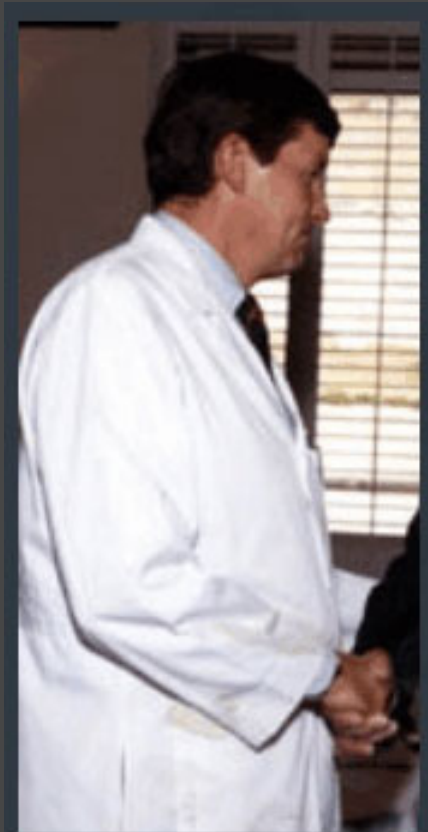




Black

Black is the color of authority and power. It is popular in fashion because it makes people appear thinner. It is also stylish and timeless. Black also implies submission. Priests and Nuns wear black to signify submission to God. Black outfits can also be overpowering, or make the wearer seem aloof or evil.





White

Brides wear white to symbolize innocence and purity. White reflects light and is considered a summer color. White is popular in decorating and in fashion because it is light, neutral, and goes with everything. Doctors and nurses wear white to imply sterility.

