

# COLOR PSYCHOLOGY

## PROFIT FROM THE PSYCHOLOGY OF COLOR

Below is a broad guide to the way we react when exposed to different colors.

### BLACK

Black can be sophisticated, elegant, and representative of modernism. For many socio-economic groups and cultures black is the color of mourning, grief, and death.

### BLUE

Blue is the color of calmness, relaxation, unity, tranquility, contentment, gratification, and being at peace.. Blue relaxes the central nervous system and blood pressure.

### BROWN

Brown is subtle, warm, welcoming, with sensuous qualities. Brown suggests an increased need for physical ease and sensuous contentment or release from discomfort.

### GRAY

Gray is associated with elegance, humility, respect, reverence, stability, subtlety, timelessness, wisdom, boredom, decay, decrepitude, dullness, pollution, urban sprawl etc.

### GREEN

Green represents optimism, good luck, freshness, fertility, and suggests that things are getting better. As the color of money, it has strong associations with finance and money.

### ORANGE

Orange may suggest fire, vitality, warmth, Buddhism, energy, balance, heat, enthusiasm, flamboyance, playfulness, aggression, arrogance, gaudiness, over-emotion, warning, danger etc.

### PINK

Pinks are considered the warmest and most cheerful of colors. Soft pink generates simple, uncomplicated emotions and are good for girls' clothes and toys, comedy items and gay themes.

### PURPLE

Purple is often associated with magic, royalty, palm reading, clairvoyance, the occult, horoscopes, sensuality, spirituality, creativity, wealth, nobility, ceremony, mystery, wisdom etc.

### RED

Red promotes emotions of excitement, drama, urgent passion, strengths, assertiveness, struggle, competition, eroticism, intensity of experience, sex, sport, fast cars etc.

### VIOLET

Violet is mystical, suggesting sensitive intimacy, union, enchantment, desire, reality, intimate, erotic, intuitive. Violet can suggest vulnerability or a need for approval.

### WHITE

White is the color of the dove of peace, crispness, tidiness, innocence, moral purity, snow, cleanliness, simplicity, security, humility, marriage, sterility, winter, coldness etc.

### YELLOW

Yellow is the color of happiness, cheerfulness, expansiveness, lack of inhibition, enlightenment, precious metals, sunlight, joy, happiness, optimism, idealism, summer, hope etc.

Disclaimer: Obviously, reaction to a color may differ across geographic and cultural groups. The list above refers to the impact of different colors on English-speaking, Western groups.

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