

Notes:
The
little book of
colour

Blue

Colour Psychology

- Blue triggers mental responses and affects our intellect.
- Logic, clarity of thought, lighter tones of blue are associated with mental calm, serenity and reflection.
- The world's favourite colour.
- Adverse effects aloof, cold, uncaring.
- Blue is the colour most likely to suppress appetite.
- Light blue is soothing making it good for sleeping and dreaming.
- Dark blue helps us focus and boost concentration (I was wearing dark blue while taking these notes).
- Turquoise is uplifting rejuvenating. The vibrancy awakens the mind.
- Brands use it to promote honesty, integrity, approachability and expertise. Tech brands Facebook, Twitter, LinkedIn are blue communication.
- Dark blue expresses conservatism and tradition.
- Can help students concentrate and focus open the mind to discussion and sharing ideas.

Blue cultural meaning

Japan: fidelity and good luck

West: sadness

Hinduism: The god of protection Krishna is blue

History of blue

Blue is seen as boy colour now but that hasn't always been the case. In the beginning of the 20th century blue was considered a delicate colour appropriate for girls. There's no concrete evidence as to how it changed but there are stories of an American department store running a campaign that pink is for girls and blue is for boys at the end of the 1940s.

Red

Colour Psychology

- Red triggers physical responses, raises heart rate, impression that time is moving faster due to pulse rate increasing, fight or flight.
- Warmth, energy and excitement.
- Represents masculinity, physical strength, stamina, passion, lust
- Courage rebellion and basic survival
- Longest wavelength.
- Has the appearance of being nearer than it is.
- Attracting focus, good for things that want to be or have to be noticed.
- University of Rochester examined mens attitude towards women. In the experiments men were shown pictures of women against a red background or wearing red clothes were more attractive and sexually desirable than the women with no red, they were also more inclined to spend money on the women in red.
- Other studies have shown that when dating men will tend to ask more intimate questions and show more sexual interest. They also offer more help to women in red, male diners will tend to tip more to waitresses wearing red.
- Adverse qualities of red are anger, annoyance, exhaustion, heated argument
- Surround yourself with the wrong tone of red and it can appear aggressive, confrontational, defiant.
- It can be tiring and overwhelming to surround yourself with red and it can be difficult to relax and unwind.

Pink

Colour Psychology

- Nurturing, caring, empathetic love.
- Adverse qualities needy, weak, helpless, surrounded by too much pink men might feel emasculated
- In the early 1980s a football coach uni of Iowa painted the visitor locker rooms pink as a tactic to undermine the opposing team, make them feel as if they were losing their physical strength. When Iowa rebuilt Kinnick stadium it also painted the urinals, sinks and showers pink. This outraged people who said it was a violation of the law that requires employers to treat employees equally and schools to treat their students equally. It is still pink.
- Soft warm pinks are physically soothing. Strong cool pinks are physically stimulating and can appear feminist and feisty
- Strong pink is increasing in popularity as women move from masculine red to more femininity without looking girly or weak. Haller noticed that women who use to wear a lot of red wear this tone of pink
- Dr Schauss in the 70s had conducted research on different shades of pink. The one that showed the most consistent results in lowering heart rate, blood pressure and pulse he showed to 2 US naval correctional center officers and persuaded them to paint the walls of an admission cell pink in exchange of naming the colour after them. Baker-Miller pink was found to reduce aggression in the detainees the effect lasts 30 mins after leaving the pink room
- There are pink prison cells in UK, Germany, Austria and Poland. In Switzerland 20% of the prisons and police stations have one pink cell

Yellow

Colour Psychology

- Emotional response, nervous system, strongest colour in psychological terms
- Has a long wavelength, making us feel confident positive and optimistic, Yellow can boost self esteem.
- Adverse qualities irritation, anxiety, nervousness and depression, at the worst it can provoke suicidal feelings.
- Energising, move quickly

Orange

Colour Psychology

- Warm, friendly, energetic and fun, frivolity and playfulness, mischievous, good natured way, stimulated social interaction and friendly conversation
- Adverse qualities childish, frivolous unrefined and cheap
- Peach and apricot have touches on pink which mean they can also express romance in a sensual way

Brown

Colour Psychology

- Reassuring safe, solid dependable and grounded, serious like black but in a softer way, brown can be supportive whereas black can come across as oppressive and unapproachable
- Brown is cosy and warm
- Adverse qualities dull, lifeless, boring, stubborn and unbending, lack humour and sophistication and bring up feelings of heaviness, unyielding and accommodating

Green

Colour Psychology

- Balance and harmony, sits in between red blue and yellow, balance between the mind body and emotional self
- In the middle of the colour spectrum, little to no adjustment in the eye to see it.
- Restful, balance and harmony
- Adverse qualities stagnation, boredom
- It can represent new growth and life at one end and rot and decay on the other end
- Aqua is uplifting and refreshing, Olive can feel heavy and lacking life, lime green is full of life and energy invigorating, motivating, zesty and refreshing due to the amount of yellow

Purple

Colour Psychology

- Power energy, strength of red and the integrity truth of blue, shortest wave length, spiritual awareness and reflection, contemplation and the search for the truth
- Adverse qualities introspective and lose touch with reality, cheap and nasty
- Women by royalty and wealthy people due to expense of dye

Grey

Colour Psychology

- On the fence, yes or no, indeterminate and uneventful
- Positive qualities detached and left alone, grey helps quieten the emotional noise, safety net, easy to hide, surrounding yourself in grey is like cocooning yourself from the outside world, hibernation
- Adverse qualities draining and tiring , wrung out and depleted (I have personally felt these effects as when I was living at home all the furniture in my room was grey and I had a lot of grey clothes they often made me feel like this)

White

Colour Psychology

- Perfection, pure unblemished, peace and quiet, simplicity and clarity, clear a cluttered mind and provide emotional safety
- Adverse qualities cold uncaring sterile, isolating and remote
- Psychiatric hospitals used white to lower emotional temperature

Black

Colour Psychology

- Glamour, elegance and sophistication, substance, authority, mystery, emotional safety
- Adverse qualities menacing, scary, cold, unapproachable, overly serious, suffocating, heaviness and oppression

- **Colour combinations can also create new meanings like black and yellow give the feeling of alertness and danger look at bees.**
- **Whether a colour is stimulating or soothing is dependent on the chromatic intensity of the colour.**
- **Deeply saturated is likely to be stimulating**
- **Low saturation is likely to be soothing**