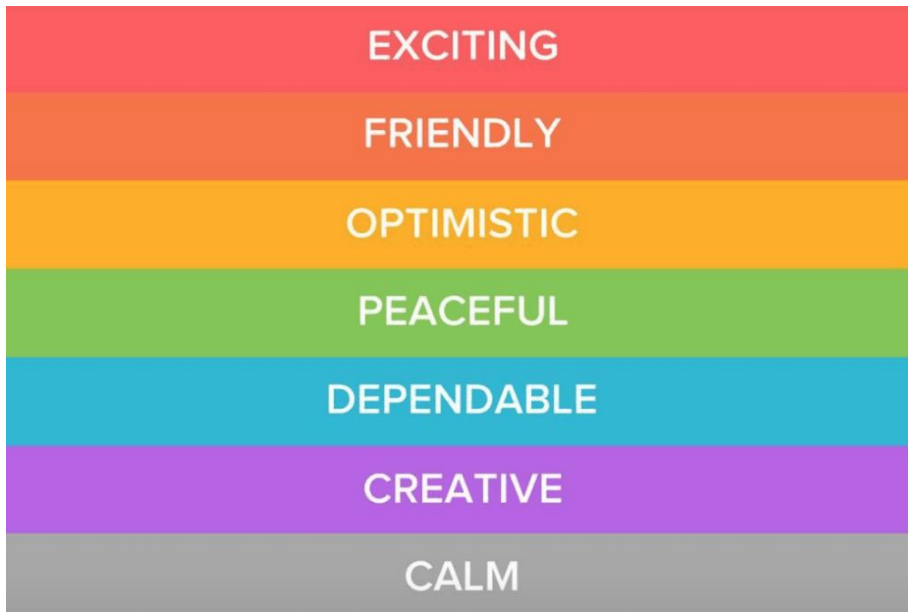


The Psychology of color



Colors have particular associations that most likely have become deeply rooted in the human psychology. Of course the meaning of color may vary in different cultures but despite the local differences certain colors do seem to have universal significance.

RED is a bright, warm color that evokes strong emotions. It stimulates a faster heartbeat and breathing. Red is associated with love, warmth, passion, strength, energy, fire, sex, excitement, speed, heat, arrogance, ambition, leadership, masculinity, power, danger, blood, war, anger, revolution, radicalism, socialism, communism, aggression, summer, autumn, stop, Mars (planet), respect, Aries (star sign), December.

BLUE is the color associated with the ocean, men, productive (interior) skies, peace, unity, harmony, tranquility, calmness, trust, coolness, confidence, conservatism, water, ice, loyalty, dependability, cleanliness, technology, winter, depression, coldness, idealism, obscenity, tackiness, air, wisdom, royalty, nobility, Earth (planet), Virgo (light blue), Pisces (pale blue) and Aquarius (dark blue) (star sign), strength, steadfastness, light, friendliness, July (sky blue), February (deep blue), peace . It's the most common color used for men products being most preferred by men. It causes the opposite reaction as red. Peaceful, tranquil blue causes the body to produce calming chemicals and calls to mind feelings of calmness or serenity.

YELLOW is cheerful sunny and an attention getter. Yellow stands for sunlight, joy, happiness, earth, optimism, intelligence, idealism, wealth (gold), summer, hope, air, liberalism, cowardice, illness (quarantine), hazards, dishonesty, avarice, weakness, greed, femininity, gladness, sociability, summer and

friendship. It also the most difficult color for the eye to take in due to the high amount of light that is reflected, so it can be overpowering if overused.

GREEN is a calming, refreshing color, currently the most popular decorating color. Green symbolizes nature and the natural world also great intelligence, nature, spring, fertility, youth, environment, wealth, money (US), good luck, vigor, generosity, go, grass, aggression, coldness, jealousy. It is the easiest color on the eye and can improve vision.

VIOLET is the color of royalty, purple connotes luxury, wealth, & sophistication, sensuality, bisexuality, spirituality, creativity, wealth, royalty, ceremony, mystery, wisdom, enlightenment, arrogance, flamboyance, gaudiness, mourning, profanity, exaggeration, confusion, pride, romanticism (light purple), delicacy (light purple). However, because it is rare in nature, purple can appear artificial.

ORANGE is a combination of yellow and red and is considered an energetic color. Orange calls to mind feelings of excitement, enthusiasm, and warmth and & flamboyance, playfulness along with aggression, arrogance, gaudiness, over emotion and is associated with Hinduism, Buddhism, energy, balance, heat, fire, warning, danger, autumn, desire. This color is often used to draw attention, such as in traffic signs and advertising.