



Presentation
on
Colour
Psychology

White:

Positive:

Hygiene, clarity, purity, cleanliness.

Negative:

Coldness, barriers.

White is a colour of new beginnings. White is pure and clean, hence is worn by western brides. It is also a colour of protection, offering a sense of peace, comfort, hope, the reason why doctors wear white jackets. Too much white can be isolating and detaching.



Red :

Positive:

Physical courage, strength, energy, excitement

Negative:

Aggression

RED is the powerful colour of longest wavelength. It grab our first attention that's why we used in traffic signals. Red can stimulate deeper and intimate passion on the positive side or anger and revenge on the negative.



The Leader

Blue :

Positive:

Calmness, trust, intelligence, communication, duty, logic, coolness, reflection.

Negative:

Detachment, unfriendliness, lack of emotions.

Blue is the colour of mind. Unlike red effects us physically , blue effect us mentally . Strong blues stimulate clean thought and lighter blues calms the mind and improves concentration.

Yellow : Great communicator

Positive:

Optimism, confidence, self-esteem, emotional strength, friendliness, creativity.

Negative:

Fear, depression.

Yellow is the colour of mind and intellect. Yellow is also know to lift self esteem as it is the lightest in the spectrum of colours. However, too much of it can cause fear, self esteem to collapse.

Green : The Counselor

Positive:

Harmony, growth, refreshment, rest , help, environment awareness, peace.

Negative:

Boredom, inactivity, dullness.

Green is in the centre of spectrum of colours and our eye required no adjustment to it ,therefore green is a colour of balance. It is an colour of an observer, a listener. Being the combination of yellow and blue, it is both optimistic and calm

Orange : The adventurer

Positive:

Physical comfort, food, warmth, passion, fun.

Negative:

Deprivation, frustration, immaturity.

Orange helps us to recover from disappointments and despair.

Being a combination of red and yellow, it combines physical energy of red with cheerfulness of yellow producing warmth and happiness.

Black :

Positive:

Sophistication, glamour, security,
Emotional safety.

Negative:

Oppression, menace, heaviness.

Black stands for absolute clarity and absorbs all colours , therefore absorbs all energy coming towards. It creates an impression of weight and seriousness. Black is intimidating, unfriendly and unapproachable Yet very powerful and controlling. Since, black is total absence of light, It is also considered as menacing.



The Boss