



THE EFFECTS OF COLOR

Colors we choose to wear can tell a lot about our moods and our feelings. Color can create moods or set up an environment that allows a person to respond a certain way or experience certain feelings.

RED is warm, advancing, strong, powerful, eye-catching, and aggressive. It indicates danger, stop signs, and fire. It is used to portray debt, anger, and excitement.

BLUE is cool, receding, aloof, tranquil, passive, relaxing, and restful. It indicates sadness, loneliness, and spaciousness. It is used to portray harmony, organization, formality, and peace.

YELLOW is warm, advancing, happy, sunny, and eye-catching. It indicates activity and cheerfulness. It is used to portray flightiness, cowardliness, and cheerfulness.

GREEN is cool, receding, calm, and fresh. It indicates health, growth, orderliness, and friendliness. It is used to portray nature, good fortune, jealousy, and moving forward.

ORANGE is warm, advancing, happy, eye-catching, and full of life. It indicates vitality and excitement. It is used to portray autumn, warning signals, and danger.

VIOLET is cool and receding. It indicates aristocracy, regalness, wealth, and high positions. It is used for ceremonial dress by royalty and religious leaders.

BLACK is warm (because it absorbs light), domineering, and receding. It indicates sophistication, dignity, the elderly, heaviness, somberness, gloom, death, and wickedness. It is used to portray villains, vampires, and financial solvency (in the black), and for mourning attire, judges' robes, graduation robes, limousines, and tuxedos.

WHITE is cool (because it reflects light), advancing, and stark. It indicates peacefulness, youthfulness, sanitation, light, and purity. It is used to portray innocence, youth, and heroism, and for white knights, health workers, and food handlers.