

PSYCHOLOGY OF COLOR

Think of all the clichés you've heard regarding color: red as blood, feeling blue, in the pink, pure white, etc. Colors can have a significant impact on the way we feel. The impact a color has on the way we feel and act is known as the psychology of color.

Colors have always played an important role in society. The imperial color of China is yellow because it has a religious significance. In Greece and Rome, red was believed to have protective powers. Long ago, purple was restricted for use by nobility.

Youth in detention homes were found to respond more positively when walls that had been painted dull were changed to bright colors.

Athletic directors paint their teams' dressing rooms in bright red and orange and the visitors' dressing rooms in pale blues.

A meat market in Chicago lost a lot of business when it was painted a bright yellow color, giving the meat a purplish look. Sales zoomed when the walls were repainted bluish green, making the meat look fresh.

A study reported by German auto maker Daimler-Benz showed people can spot a white car 12 times more quickly than a black one, especially at night. Red is difficult to see at twilight and in fog. Browns, grays, dark green, black, and dark blues are least visible of all.

Colors are often associated with feelings.

Orange	exciting, exotic
Yellow	joy, warmth, inspiration
Green	freshness, security, jealousy, camouflage
Black	weight and solidity, space, theatrical, mysterious, strength
White	goodness, purity
Red	love, courage, rage, joy, cheerfulness
Blue	calm, soothing, orderliness
Violet	luxury, depth of feeling, sensual

Although most people have a personal preference for color(s), those colors may or may not work in all situations. When working as an interior designer, the client's (not the designer's) desire to use specific colors will be the controlling factor.