

Psychology of Color

Get Inspired



Color Defined

Color: col-or (P) Pronunciation Key

Function: noun

Definition: The property by which the sense of vision can distinguish between objects and pigments.

Synonyms: blush, cast, chroma, chromaticity, chromatist, chromism, colorant, coloration, coloring, complexion, dye, glow, hue, intensity, iridescence, luminosity, paint, pigmentation, polychromatic, saturation, shade, stain, tint, tincture, tinged, undertone, value, wash.

Color is an essential part of how we experience the world, both biologically and culturally. It has been a part of the natural world since the beginning of time, and there are fascinating theories that explore the psychological impact of different colors on our moods and emotions.

Our personalities are reflected in our color choices. We use color to convey emotion, visually communicate, symbolize ideas and represent our cultures. Slip on a tailored LBD and you instantly feel chic and sexy or pop open a sunny yellow umbrella on a gloomy day and some of that sunniness will undoubtedly rub off on you.

Our designs incorporate your choice of colors that convey your ideas and emotions creating an event to remember for you and your guest.

Color Guide: What does your favorite say about you?



RED, the single most dynamic and passionate color, symbolizes love, rage and courage. It is the color of fire and blood, so it is associated with energy, war, danger, strength, power and determination. Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. Those who select red are aggressive, impulsive and strive for success. The desire to experience the fullness of living leads to constant activity.



PINK, a lighter shade of red has the opposite effect of red. Pink helps to relax your muscles while inducing feelings of calm, protection and warmth which are associated with unselfish love. You are an emotions character, with a sensitive heart. Universally representing caring and sharing, pink indicates a strong personality. The affectionate and concerned individual prefers pink. Gently, you offer love, attention and nurturing to those in distress.



ORANGE is the color of autumn, spice form and design. In bright tones, orange is jovial, cheerful and playful. Deepened, it becomes exotic and exciting. Orange has proven to be a stimulus of the sexual organs. It also has been shown to have only positive effects on your emotional state. This color relieves feelings of self-pity, lack of self-worth and unwillingness to forgive. Orange opens your emotions and is a terrific antidepressant. Also, it can be beneficial to the digestive system and can strengthen the immune system. If orange is your choice, you have abundant energy with an eye for structure and organization. Your social nature finds you surrounded by family and friends.



YELLOW is truly joyous and virtuous in its purest form. Similarly to Orange, Yellow is a happy and uplifting color. Yellow exudes warmth, inspiration and vitality, and is the happiest of all colors. Yellow signifies communication, enlightenment, sunlight and spirituality. It can also be associated with intellectual thinking: discernment, memory, clear thinking, decision-making and good judgment. If your favorite color is yellow, this indicates that you look forward to the future, and that you are intellectual, highly imaginative and idealistic. You tend to have a cheerful spirit and have an expectation of greater happiness. Yellow builds self-confidence and encourages optimism.



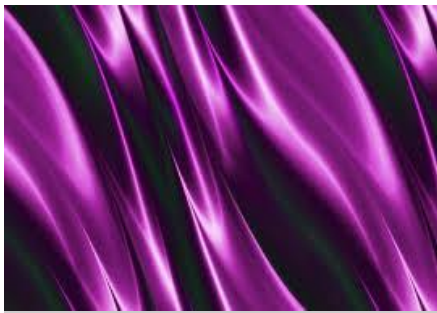
GREEN is the color of life and represents freshness, security and tranquility. Green creates an atmosphere of comfort, relations, and calmness, and characterizes the intense power of nature. It helps us balance and soothe our emotions. Green is said to be good for your heart. On a physical and emotional note, green helps your heart bring you physical equilibrium and relaxation. Green relaxes our muscles and helps us breathe deeper and slower. If you selected green, you seek stability, balance and persistence. You are a moral and affectionate individual.



BLUE, the color of tranquility, is cooling, soothing and orderly. In contrast to red, blue proves to lower your blood pressure. The color of royalty, blue brings comfort and serenity to our lives. We usually associate the color blue with the night and thus we feel relaxed and calmed. If you choose blue, you have a basic need for a calm, harmonious and tension-free existence. Capable, conservative and sensitive to others, you make a loyal and trustworthy friend.



TEAL, cool and constant, indicates stability and resistance to change. If teal is your favorite color, you are a sensitive individual, and have excellent taste. Optimistic and trusting, you have a high degree of faith and hope, easily trusting others.



VIOLET, the color of luxury, indicates sensuality, passion and depth of feeling. This lavish color creates an unusual atmosphere and provides an unexpected essence. Violet is related to sensitivity to beauty, high ideals and stimulates creativity, spirituality and compassion. It has been shown to help balance the mind and transform obsessions and fears. If you like violet, you tend to be unique, highly sensitive and observant. Creative and artistically talented, you tend to have a complex personality.



BROWN, sensuous in nature, represents an importance of earth and ultimately home. It symbolizes physical comfort, ease and contentment. Should you seek brown, you are conscientious, steady and dependable. Your inner security, honesty and high virtue show that you take life seriously. This color brings feelings of stability and security.



BLACK mysteriously evokes a sense of potential and possibility while being comforting and protective. Black is also a very powerful color that portrays one of class, elegance and wealth. It communicates absolute clarity, with no fine nuances. If black is your color, you are sophisticated, glamorous, secure, emotional safe, efficient and have substance.



GRAY is the color of independence and self-reliance. The cold influence of grey keeps it foreign, remote and distant. Grey is preferred by those individuals who put their noses to the grindstone. If grey is your favorite color, you tend to be a careful, articulate individual who is focused and dedicated to your commitments.



WHITE is the color of ultimate purity and innocence. This color brings feelings of peace and comfort while it dispels shock and despair. Its elusive nature provides serenity and the essence of perfection. White can be used to give you a feeling of freedom and uncluttered openness. The individual who chooses white as a favorite color seeks excellence and enlightenment in all philosophies. Simplicity, purity and recognition are a constant endeavor.