

## REVIEW ON-COLOR PSYCHOLOGY

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### INTRODUCTION

Color is one of the most expressive aspects since its quality has a direct and immediate impact on our emotions. Color is used in representational painting to identify things and create the sense of a three-dimensional space. Color has a specific significance. Color accounts for 90% of a person's decision to try something out.

#### What is color psychology?

Color psychology is centred on the psychological and emotional effects that colour has on sighted individuals in all aspects of life. Color psychology has some very subjective parts as well as other more acknowledged and confirmed ones.<sup>[1]</sup>

#### Color Psychology as Therapy<sup>[2]</sup>

- Red is utilised to energise the body and mind while also increasing circulation.
- Yellow is supposed to detoxify the body and stimulate the nerves.
- Orange is utilised to help the lungs mend and give you more energy.
- Blue is believed to soothe illnesses and treat pain.

**Warm colors:** colors that are usually associated with warm things.

**Eg:** Red, Yellow, and Orange.

**Cool colors:** Colors that is usually associated with cool things.

**Eg:** Blue, Purple.

**Psychological Effects of Warm Colors:** Yellow or orange in colour. These hues are frequently connected with food and might stimulate hunger. Orange and yellow are bright hues. They reflect more light and stimulate a person's eyes excessively, causing irritation.<sup>[3]</sup>

**Psychological Effects of Cool colors:** Light purple is considered to create a calm environment, therefore

reducing tension. Blue or green. These chilly hues are often associated with relaxation. There is some scientific justification behind this: because the eye concentrates the colour green directly on the retina, it is thought to be less taxing on the eye muscles.

#### Effects of Colors In Life

- ❖ Colors can conjure emotions, and be manipulated to make us feel certain ways.
- ❖ Vital role in our lives
- ❖ make us happy, sad, angry
- ❖ some color effects that have universal meanings
- ❖ warm colors evoke emotions ranging from feelings
- ❖ Cool colors and include blue, purple and green. These colors are often described as calm

#### Every color represents its own meaning, relations and effects on our minds<sup>[4]</sup>

**BLACK:** Black stands for absolute clarity and absorbs all colors, therefore absorbs all energy coming towards.

- ❖ Sophistication
- ❖ glamour
- ❖ security
- ❖ Emotional safety

**WHITE:** The colour white is associated with new beginnings. White is a colour representing purity and cleanliness, as well as protection, providing a sense of calm, comfort, and hope, which is why health workers wear white coats.

**GREEN:** Green is a colour of balance since it is in the middle of the colour spectrum and our eyes do not need to adjust to it. It's the colour of a watcher or a listener. It is both optimistic and tranquil due to the yellow and blue colour combination.

**ORANGE:** We can heal from disappointments and sorrow with the help of orange. Because it is a mixture of red and yellow, it mixes the physical energy of red with the cheerfulness of yellow, resulting in warmth and happiness.

**Yellow:** Is the hue of intelligence and thought. Yellow is also known to boost self-esteem because it is the lightest colour in the spectrum. However, too much of it can lead to anxiety and a loss of self-esteem.

- **RED:** Is the most potent colour with the longest wavelength. It catches our attention right away, which is why it's employed in traffic signals. On the positive side, red can elicit a deeper and more intimate passion, while on the negative side, it can elicit rage and revenge.

**Blue:** Is the colour of a person's thinking. Unlike red, which has a physical effect on us, blue has a mental effect on us. Lighter blues quiet the mind and increase attention, while stronger blues stimulate clear thinking.

**Pink:** Pink is a calm hue that beauty lovers prefer. You have an understanding, compassionate, affectionate, and loving nature if you wear pink. When you want to project a pleasant, tranquil, and non-threatening image, wear pink.

## CONCLUSION

Color psychology is a way of looking at colors and their emotional connotations through a different lens. This can be a useful tool for anyone working in branding, design, marketing, or fashion because it can assist you make color decisions.

## REFERENCES

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