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Color Theory

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Back in the day, people thought that color mostly pertained to how the person perceives the relationships that they have with each other as well as its visual effects. However, color psychology goes beyond just visuals and relationships with each other. Color psychology explains the effects different colors can have on a person and how they perceive that color in their own thoughts.

To start off, we will talk about the primaries colors (red, yellow, and blue) followed by the secondary colors (orange, green, and purple). Although each color has its own universal meaning, different shades of the color can change how the color is perceived. Each color can have a positive or negative meaning to it.

## PRIMARY COLORS

Red:

Color Meaning: Positive Light Red - Soft, quiet, sentimental, sober, and tame

Positive Red - Passion, love, sexy, power, energy, intense, strength, heat

Positive Dark Red - Rich, elegant, refined, expensive, earth,

strong, warm, important.

Negative Light Red - Quiet, tired, toned down

Negative Red - Danger, brutal, war, hate, aggression

Negative Dark Red - Serious, problematic, passive, uncertain

Symbolic Meaning: Red captures attention from people; since it's the most visible color. Ex. Stop sign, Firetruck, etc.

Physical Effects: The physical effects of Red Increases enthusiasm, stimulates energy, blood pressure, respiration, heartbeat, as well as pulse rate. Pretty much, it represents sex.



Yellow:

Color Meaning: Positive Light Yellow: Pleasant, warm, compassionate, tender, happy, soft, kind, sweet, good scent.

Positive Yellow: Cheerful, fun, joy, excitement, power, energy, and delight.

Positive Dark Yellow: Long, active, appetizing, thirst

Negative Light yellow: bland, subdued, foolish, simple, silly, cowardly.

Negative Yellow: Aggression, pushy, pride

Negative Dark Yellow: Shame, disgust, unease, sick, tension

Symbolic Meaning: Yellow is generally accepted as being optimistic, enlightening, as well as happiness. It can also represent a good future when goldish. Universally, it represents caution though; since it's a very visible color. An example of this is the yellow stop light.

Physical Effects: Yellow has many different effects. Some of which can stimulate mental processes and nervous system. Stimulates your memories as well as encouraging your communication with others.



Blue:

Color Meaning: Positive Light Blue: Peace, refreshing, cool, calm, good, clean, hygienic, noble

Positive Blue: Rich, dignity, lively, classy, vacation

Positive Dark Blue: Serene, authority, devotion, credible, confident, classic, strong, professional

Negative Light Blue: Stillness, empty, blurry, distant

Negative Blue: Cold, lonely, empty, mournful

Negative Dark Blue: Conservative, dark, irrational, gloom

Symbolic Meaning: It's ranked high and overused (They hate it, overrated). People tend to mix blue with other colors to be creative. Blue is also the most recognizable as well as most used color in designs for corporations.

Physical Effects: It calms the mind of a person. It also has a cooling effect.



## SECONDARY COLORS

Orange:

Color Meaning: Positive Light Orange- gentle, good, friendly, soft, delicious, fruity, sweet, inviting

Positive Orange- warm, positive, energy, joy, strength, new, active, ambitious, happy

Positive Dark Orange- stimulating, moving, inspiring

Negative Light Orange- unclear, obscure, undetermined

Negative Orange- hot, loud, annoying, danger, pain, restless

Negative Dark Orange- inactive, submissive, resigned, passive

Symbolic Meaning: Brighter, warmer oranges represent energy and warmth. Orange is also used to set things apart from their surroundings for safety reasons. Orange can also represent gluttony in the Christian faith.

Physical Effects: The physical effects of orange are that it encourages socialization and stimulates activity as well as appetite.



Green:

Color Meaning: Positive Light Green: empathy, complete, calm, soothing

Positive Green: life, growth, spring, hope, peace, fresh, lively, sympathy, thoughtful, cool, healthy

Positive Dark Green: nature, growth, traditional

Negative Light Green: stillness, inactivity, silence

Negative Green: jealous, inexperienced, disease, terror, guilt, envy, acid

Negative Dark Green: sickness, fungus

Symbolic Meaning: Green is used to represent safety worldwide. It is also commonly associated with nature. However, it also is associated with something that is incredibly smelly or intense jealous (green with envy). Green is also associated with money.

Physical Effects: The physical effects of green are that it soothes and relaxes both physically and mentally, helps alleviate depression, nervousness, and anxiety, and offers a sense of renewal, self-control, and harmony.



Purple:

Color Meaning: Positive Light Purple: charming, elegant, refined, subtle, delicate, sweet, nostalgic

Positive Purple: sweet, life, feminine, elegant, sensual, romantic, sophisticated

Positive Dark Purple: deep, dignified, mystical, important

Negative Light Purple: picky, breakable, frail, fragile

Negative Purple: flamboyant, loud, restless

Negative Dark Purple: conservative, melancholic, darkness, shadow, mourning, loneliness, desperation, sadness

Symbolic Meaning: Purple symbolizes nobility and luxury to most people. It also represents pride in Christianity.

Physical Effects: The physical effects of purple are that it uplifts people, it calms the mind and nerves, offers a sense of spirituality, and encourages creativity.



