Welcome,

Today we are going to talk about the psychology of colors.

People see color through the three types of cones on our retina. Each cone registers their own color (red, green or blue). All colors can be made with this. End every colors evokes emotions. When only two or only one cone of color registers color, you are color blind.

The seven main colors of the rainbow: red, orange, yellow, green, blue, indigo and purple, all have their own strength. Colors can have a different meaning per culture, like in some cultures the color white is associated with the dead. So its logic that the people there don’t use white dresses for a wedding. But in my culture its logic to use this color at a wedding.

Although colors can be understand differently, there are 2 basic categories if we talk about colors. We speak about warm and cold colors.

Warm colors represent passion, inspiration and joy, they give people a feeling of strength and energy. Warm colors that are common are red, orange and yellow.

Cool colors represent peace and give a sense of stability and professionalism. They give people the feeling of confidence. It is therefore not surprising that, for example, many professional business logos contain the color blue. For example, Facebook, Oreos, Dell & many more. Cool colors that are common are blue, purple and green.

Despite the fact that colors can be roughly divided into these groups, there is no color that shares exactly the same characteristics with a different color. All colors have their own unique fingerprint.

Yellow  
Yellow stimulates the mental process and the nervous system. It activates your memory and is considered one of the happiest colors.

Green  
Green provides a soothing feeling. It relaxes you, both mentally and physically, and helps relieve nervousness and anxiety. Green also gives a sense of innovation and harmony.

Blue  
Blue creates a sense of tranquility. It is considered a true cool color. It promotes productivity and is seen as a reliable color. A University in Tokyo investigated in 2010 what most people around the world have as their favorite color. The outcome was blue. Our forefathers had to survive under the blue sky. We already learned from them that blue means a cloudless sky and, for example, clean water.

Purple  
Purple is considered a very uplifting and calming color. It is often related to spirituality and stimulates creativity.

Orange  
Orange stimulates activity. It also increases your appetite. It also inspires social behavior, and is considered the most controversial color. This is because people have a very strong feeling about orange, you like it or you hate it.

Red  
Red stimulates energy and can inspire action. It also gives you a sense of trust and protection. In addition, red attracts a lot of attention to itself, more than any other color. Strangely enough, it also evokes a feeling of hunger

Every organization uses the color that fits their business to attract costumers. For example, KFC has a red logo. Like we said before is evokes a feeling of hunger.

You’ll probably ask how does it work with colorblind people, and how do they feel with specific colors? For those people it works the same, but the color they see is just different than non-colorblind people. So you will see that we are all still equal

Thanks for listening, Make sure you always choose a color that matches your point of view and your message.