

What We Learned on March 2, 2020

This week we learned about the communicative quality of colors. Every color portrays their own tone. Whether it is purple, brown, green, etc. They are all used in advertising to different audiences and interests.

Have you ever wondered why some kings wore purple? Historically purple has been a color that exudes a “royalty” aesthetic. Purple was actually a hard color to obtain because it came from handmade dyes. Like anything that is harder to obtain, it was too expensive for typical people. Wearing this high quality color meant being of a higher status. Brown is another color that reminds us of richness. Not only rich chocolate but luxury materials for clothing and furniture are often found in brown. Fur, suede, and leather are among the list.

Green makes people feel a sense of relaxation. The earth tone is a major symbol in the health industry. When you walk through Whole Foods there are green natural products everywhere. Green is also featured on many yoga ads, it balances the healthy and relaxed vibe.

Similarly orange is a positive color as well, however orange has a more fun tone, like Nickelodeon. Orange evokes joy to the mind, especially for kids. For example slime, play-doh, and tasty snacks. The color almost makes you remember when you first wanted to play in Autumn leaves or childhood curiosity about fire.

The interesting thing about white is the power the color holds depending on where you are in the world. Here in western culture white is for purity and cleanliness. Babies and wives wear white to celebrate new chapters. However in some Asian cultures white is worn to mourn. That is opposite from seeing the color black in western civilization used for funerals, darkness and evil. Although like white, black has other uses too, as seen at black-tie professional events.

This lesson made me notice color much differently. I am fascinated that we think about things a certain way all the time and sometimes forget to question why. I will no longer go to the supermarket and be tricked into believing a product is healthy due to the color of the packaging!