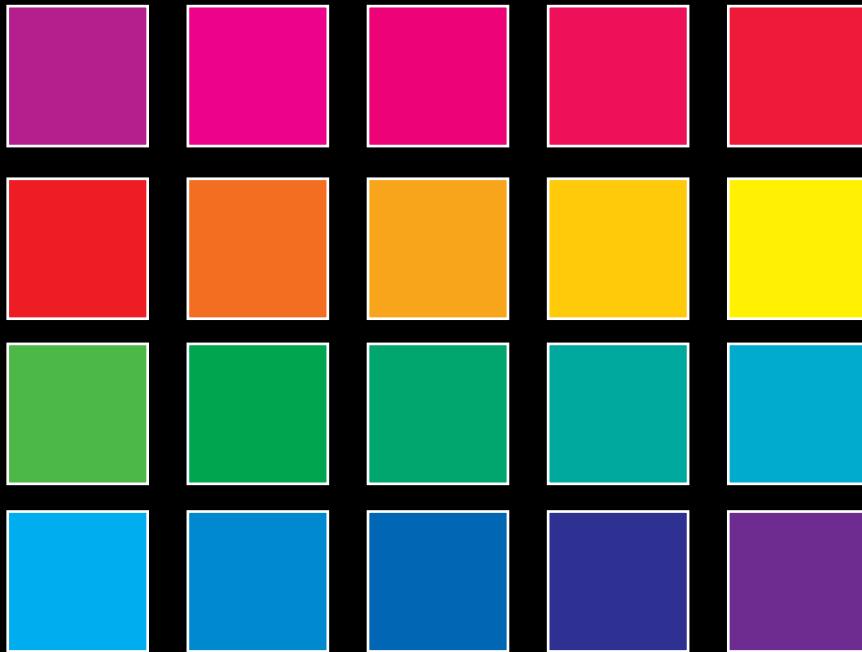


Colour of Emotions

Utilizing The Psychology of Color



GRA 3508 - Desktop Publishing II

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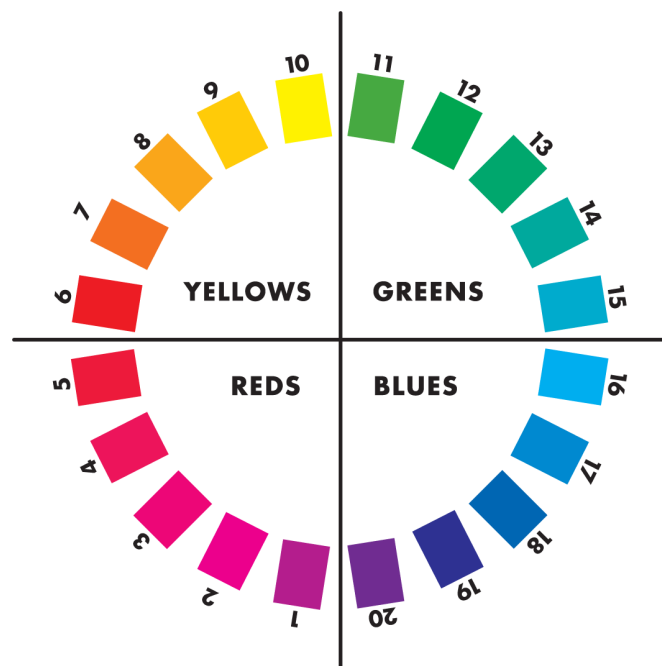
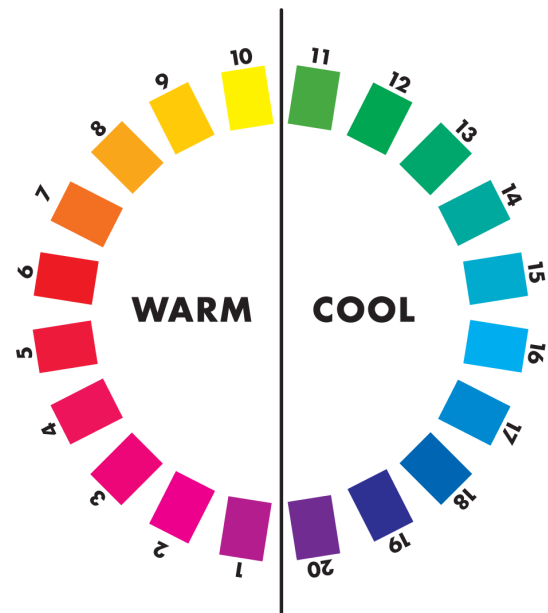
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Introduction

Color is a magical element that gives feeling and emotion to art and design. It is an exclusive subject, and yet one that has been here since the world began. This book is designed to grab hold of color in all its glory, reveal its secrets, and provide an understanding of how and why it works.

There are two basic ways that colors work in balanced harmony: related hues such as warm and cool, described here, and complements. Some people use the terms warm and cool to compare one color with another or to talk about color positions in the artist's spectrum, using such terms as warmer reds and cooler blues. In the Bourges System each color is clearly defined as warm or cool.

Respecting the divergent messages sent by the opposite sides of the color spectrum, will help you set an active or passive mood in your work. Reds and yellows are symbolic of blood, battle, and bravery. They push, shout, warn, and command attention. Warm colors work in unison to bring us energy, passion, power, light, and joy. On the other hand, cool colors like green and blue persuade viewers with reasoning, restraint, and wisdom. Greens and blues are fine when you already have your audience's attention and simply want to make a pleasant factual presentation.



Psychology of Logos

When designing a logo for your business, it's important to take into account the way people interpret color. It's the right time to ask, what kind of emotion do I want my brand to convey?

This infographic from The Logo Company, a logo design firm, helps clearly illustrate what emotions are invoked by certain colors using the logos from top brands as an example.



Psychologists have studied how people are affected by colors for years and found a strong correlation between colors and emotional responses, further driving home the point that choosing the right color is crucial in determining how your brand is viewed.

For example, restaurants like McDonalds, Pizza Hut, KFC, Wendy's and Popeyes use red in their logos to stimulate hunger. Black, white, silver and gold are often used in the logos of luxury brands like Chanel, Prada, Michael Kors and others to enhance the feeling of sophistication.

When it comes to designing a logo for your business, let this be a guide for the direction of your color palette. What four emotions do you wish to convey when someone thinks of your brand or sees your logo? Write these down and see where they fall in this color wheel of emotions. Remember, this is only one of many aspects of the logo design process to take into account.

Reds

Overview of the Reds

Red is blood. It is symbolic of highly charged personal feelings and acts such as aggression, danger, battle, bravery and love. Packed with so much emotion, reds are the most frequently used colors in creative arts. Red alerts us to pay attention, and says, "You're seeing something special." Reds convey emotion and are the first colors to catch the eye.

All of the reds attract attention, charge the emotions, and urge action. The life force of blood that flows through our bodies comes in a variety of reds, making these the most personal of colors and the most important to artists.



1) Mauve

Psychology - Bold Stylish Worldly Impressive Somber

Sophisticated, mauve is not an everyday red. It is a city color, not provincial. Suave, cultured, and classic are qualities that make this a favorite among both fashion and interior designers. This color is similar to the fashion colors of plum and fuchsia.

Using Mauve - Broaden your palette by adding mauve as a basic color. Try using it in place of one of the more popular reds.

2) Magenta

Psychology - Romantic Enchanting Sensitive Optimistic

A lovely, sentimental color, magenta offers us pure emotion that abandons all logic and practical thinking. Magenta is not an intellectual color and would be considered a poor choice in conveying technical information. Slightly shocking, and sexy rather

than practical, it's great for costumes, theatrical decor, and avant-garde fashions.

Using Magenta - This prime hue of the process colors is worth careful study. Learn to use magenta well and you will be rewarded. Because this is one of the more expensive pigments, some people save money by using cheaper pigments. The result is a weaker hue that detracts from the overall quality. Keep magenta clean, pure, and strong for good. It is the red with a heart.



3) Crimson

Psychology - Powerful Aggressive Dynamic Dramatic

Crimson red contains a strong, personal message. That's why a single crimson rose represents passionate love, not friendship. Not a gentle color, like magenta's "heart," crimson demands attention, sometimes in a more threatening than friendly manner. It is the color of war, battles, bravery, action, valor, and bloodshed. It shouts, "Don't argue! Do what I want. . . now!"

Using Crimson - Lush, plush, grand, and opulent, crimson is more fitting in luxurious commercial settings than in the traditional home. This color has a take-charge attitude that directs the viewer to the message. A little crimson goes a long way, so use it wisely. In the lighter tints, crimson loses its power and conveys a softer, gentler mood.



4) Scarlet

Psychology - Bright Believable Vivid Positive Effective

Scarlet is desirable. It grabs your attention with its intensity and its penchant for drama. At the same time, it has a warm, festive side, reflecting the joy of the holiday season. It is friendly and dependable but more plain than elegant.

Using Scarlet - Scarlet like any red it can become pushy or irritating if used too much. Overuse reduces its impact. It's best to save bright reds for special occasions, when you need to make a powerful statement. You can get more mileage from scarlet by also varying its density and texture on the computer and /or using it in other ways. Because scarlet is so popular, manufacturers of art materials, printing inks, and other colorants offer many excellent matches.



5) Poster Red

Psychology - Popular Dangerous Exciting Loud

At full strength, poster red shouts. Like all the other reds, it has a disturbing underlying element. Though the red flares from the battle are exciting, one knows that when the dust settles, there will be casualties. Red warns of impending danger. Red ink can trigger a negative response, like the debt you want to avoid.

Using Poster Red - This is the graphic red and most popular hue for printed matter. Get to know this color well, the 100% and all its tints. Also be sure to check for permanence.



Yellows

Overview of the Yellows

Yellow is energy. Thus, we associate yellows with uncertainty and restlessness. And like the flames of the fire that warms us, it also warns us to be cautious. Never peaceful, yellow is the color of ideas and dreams. It stimulates those with creativity and confidence.

Fire, excitement, warmth, energy, and imagination are the essence of these hues, making them essential in any artist's palette. The yellows are also associated with the intangible concepts of the realm of "chi," the spirit that harmonizes one's energy and balance with the world.



6) Coral

Psychology - Wild Fiery Passionate Glorious Explosive

Because coral looks like a red but acts like a yellow, it seems to have an identity crisis. This color is actually stronger, more intense, and more energetic than the reds. Coral is spirited, provocative, untamed, and dangerous. Its out-of-control nature makes it very noticeable.

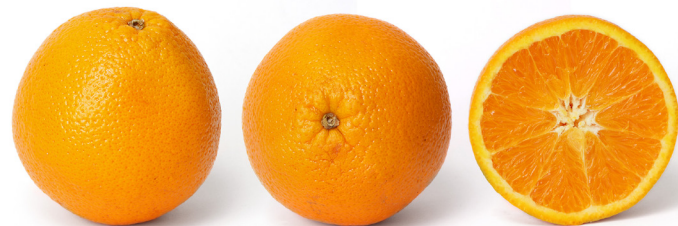
Using Coral - It is an excellent color for youth and sports, being bold, vibrant, and powerful. In graphic arts, its brightness contrasts well with black; thus, coral works well in two-color printing. Using red-orange pigments, instead of blending process colors, makes it even brighter.

7) Orange

Psychology - Tangy Tempting Lively Zesty Tart

Orange's temperament can be likened to the juice, more tart than sweet. Also like the breakfast drink, this color has evolved into a symbol of nutrition, fitness, and strength. It's a warm, cheerful, vibrant, and optimistic color. But for all of its pleasantness, this color warns us also to be cautious. Orange is the color of the crossing guards' vests, and it is the color set by international safety standards for hazardous machinery.

Using Orange - A highly visible color that shows up well on either a light or dark background. Orange has both visibility and impact, not a comfortable color for fashion or furnishings, but a great choice for fast food signs.



8) Amber

Psychology - Mellow Abundant Fertile Prosperous Contented

Richer than rich, warmer than gold, amber is a soothing color to the psyche. Like the middle traffic light, this hue remains neutral, simply warning of an impending change. More commonly, it evokes comfortable imagery: appetizing foods, flowing tankards of beer, cozy fireplaces, an excess of money and gemütlichkeit among friends. Amber is distinctive. The color of expensive perfumes and cognac, amber appeals to the senses of smell, sight, and taste.

Using Amber - Even when it's used over large areas, amber remains pleasant, never dangerous. That's one of the reasons why it is used in both home furnishings and commercial projects. For warm, cozy effect, try using amber in combination with crimson or one of the other reds.



9) Gold

Psychology - Joyful Sunny Rich Lavish Uncertain

Gold is always a warm, lush color. It is buttercups and happy children's faces. Almost in contradiction, it is also a color associated with aging, as in "yellowed" paper. Gold is also associated with uncertainty. This comes from an instinctive fear, borne by our ancient forefathers, that the sun might drop over the horizon and never return. Like other sun colors, gold can make us anxious. However, its inherent richness makes it an acceptable risk.



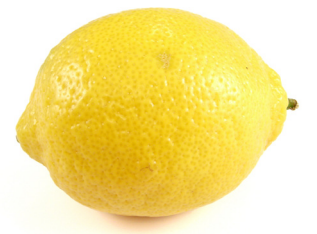
Using Gold - Though red attracts attention, humans, like plants search for sunlight colors, even on a printed page or on a vehicle. A few years ago, this trait gave fire officials an idea. Realizing that red was difficult to see at dusk, they decided to paint all their fire engines yellow. Distinguishable? Easily seen? Not in New York City, where the engines were swallowed up in a sea of yellow cabs.

10) Yellow

Psychology - Exciting Inspiring Sour Anxious Sharp

Like biting into a lemon, this yellow is startling, more so than any other color. Children like it because it means excitement and adventure. Yet, because it's the first color to disappear at twilight, we are always reminded of its exclusive nature.

Using Yellow - While yellow is difficult to see alone, other colors are significantly altered when even a pale tint of yellow is added. Today in process printing, yellow is often printed last, making transparency of the pigment as important as permanence, and this does increase its cost.



Greens

Overview of the Greens

Green is life. Foliage, trees, and blue-green waters cover our planet, giving it a verdant look. Green is sensuous and alive. It is the grass under our feet and the salad greens and vegetables that keep us healthy. So when ecologists talk about the “greening of the world,” we envision a healthier, happier planet. Greens are friendly, dependable, and steady, like Mother Nature.

Consider green as a primary color of the palette. Use more greens to put life in your color schemes, not just the popular leaf green but all five different hues. Each has a different flavor, by itself or when used in combination with other colors.



11) Lime

Psychology - Young Fresh Naive Sharp Lively Clean

Tender, sprouting plants, undeveloped shoots, and new buds are often the fresh yellow green of lime. Youthful, fresh, and fun of vigor, this is often considered to be a children's color. It is dominated by yellow energy, but cyan gives it some control, thinking, and direction.

Using Lime - The brightest of the greens, lime is not as sour as a lemon, but it's not sweet either. It's vital to your palette and should be included more often. Try using it instead of leaf green to give a more youthful zest to your work.

12) Leaf Green

Psychology - Natural Dependable Safe Secure Healthy

Green is life, the steady breathing rhythm of nature. Nonthreatening and comfortable, this green doesn't pounce on you like the reds nor recede like the blues. It connotes vitality in plants. Yet in humans, looking green indicates illness. Worn by those with self-confidence, this hue is sometimes called “I” or “ego” green.

Using Leaf Green - A bowl of fruit is always a favored choice in decorating, but adding a few green leaves brings this colorful accent life. Keeping our planet green and keeping nature alive are among our foremost concerns these days. Though we may not have time to actually plant a tree, we can become involved by remembering to add a touch green to our work. In apparel, this green is not as flattering as some the bluer hues. As a result, fashions are often made from bluer greens a tint or shade of this color.



13) Sea Green

Psychology - Mature Strong Urbane Moving Restless

Sea green is neither a fresh, young sprout, nor a bright, bold leaf. It's bluer, the color of leaves from the evergreens. Sharp and more sophisticated than common, this color is as wise as Neptune who rules the deep.

Using Sea Green - Containing a base of blue, the tints of this color are clean and distinct. sea green works well on charts and on fine detailed images. It is effective when used over large areas and is easy to match with process colors or individual printing inks, artists' paints, or markers. With red being absent, this color lacks heart. Nevertheless romance and the sea are as closely entwined as any sailor's knot.



14) Emerald

Psychology - Brilliant Beautiful Expensive Wise Eternal

The emerald, acclaimed for its splendor and value, is also thought to be wise, the most treasured of any attribute. Still, this rare stone has its dark side. Not only is it linked to the green-eyed monster of jealousy, but it is the color of several types of poisons. A most unfortunate example is Paris green, a bright colorant that Parisian decorators painted on palace walls in the late eighteenth century. Fumes from its arsenic content caused many deaths.

Using Emerald - Process yellow and blue were used to create emerald. However, the phthalocyanine (thalo) pigment in this green shade is an excellent printing match for this color and offers permanence and even greater brightness.



15) Teal

Psychology - Primitive Intuitive Ancient Aesthetic Sharp

Teal brings the outdoors inside. While not as rich as emerald, this color is vigorous. It is strong, spiritual, and free like the eagle. Not only is teal likeable, but many find it more stimulating than the other greens and more distinctive because it is less widely used.

Using Teal - Almost a blue but not quite, teal has just enough yellow to keep it a green. It seems to me that there was a time when process blue was close to this peacock hue but no longer. Cyan is that color now and the yellow is gone. Teal is greener and has more life.



Blues

Overview of the Blues

Blue is peace. Blue is not a color we can easily embrace, It's in the distance, remote. We respect it as a sign of law, order, and logic. Instead of ending with ultraviolet and blackness, this spectrum ends with purple, the reddest of the blues, which connects back to mauve at the beginning of this system.

The most common-sense, practical hues of the spectrum begin with cyan, the color of science and high technology, and go through purple, the grand sovereign. You just can't argue with these colors. They are too logical, too reasonable, and too fair. They seldom evoke negative responses.



16) Cyan

Psychology - Sharp Clean Cold Hard Analytical Intelligent

Lacking warmth from magenta or yellow, cyan is downright cold. Straight to the point, it presents sharp, clear facts without any distractions. Because this hue is so articulate, many informational signs, such as handicapped parking are in cyan. Artists, who are guided more by their creative spirit, tend to favor the redder, warmer blues.

Using Cyan - Artists call it cerulean. Printers call it peacock. Though some call it green, cyan is a true blue - neither yellow nor magenta is added. Essential to any modern palette, this hue is sometimes considered harsh when used alone. Thus, it is often blended with other colors or used in one of its tints or shades. Paired with coral,

these two color make the perfect complements, fire and ice. Each fills in what is missing from the other. Coral is full of emotion and energy, while cyan is logical and intellectual.

17) Sky Blue

Psychology - True Honest Good Calm Clean Peaceful

Just as cyan represents fact and detail-oriented sciences, sky blue is identified with philosophy and open-ended ideologies. Never threatening nor aggressive, this blue is symbolic of good will, peace, and tranquility. That's why most people like it. Occasionally, it's thought to be "too good" and a bit dull. Ironically, blue is used to describe risqué jokes and laws governing public morality.

Using Sky Blue - Nearly always a good choice, unless another hue is more suitable, this blue is easy to wear and is as comfortable and unpretentious as a faded-denim work shirt. Sky blue is the United Nations color. This organization's pale blue helmets are readily welcomed as a protective force, never an aggressor.



18) Ultra Marine

Psychology - Fabulous Compassionate Stately Moving Soulful

Rather than depressed and down-and-out, this blue is striving, embracing, soulful, and lively, containing so much heart its emotions really show. As a frequently used fashion color, ultramarine conveys luxury and opulence. Yet it is versatile, working just as well on a magnificent silken wrap as on a simple scarf.

Using Ultramarine - It is a difficult color to use. It has to be compromised and there were two sets of red, yellow and blue colors, process and a warmer set of artists' poster colors that included this ultramarine.



19) Violet

Psychology - Moody Serious Thoughtful Quiet Reflective

Here control and heart are equally balanced, in complete check. With yellow absent, energy and excitement are missing too. Thus, violet appears lonely. This hue is indicative of meditative, soul-searching thought. Though low key, power and emotions are at hand. People who like violet and its lavender tints tend to be mature, even a bit shy, with deep soulful intellects that are strong and insightful.

Using Violet - This color is neutral, almost a noncolor, similar to black. It's real color becomes more apparent in its lighter shades. Violet is great for lettering and line detail because it is sharp, legible, and sophisticated. It works like a black, but is really a color.



20) Purple

Psychology - Grand Regal Leader Superior Majestic

Purple does everything violet does but more graciously, with majesty. With the heart in charge, control has relaxed. This hue doesn't have the unfettered passion of the bolder reds that start this palette. It simply provides the suggestion of excitement.

Using Purple - This is a staple of the artist's palette, even though it is not very popular. Manufacturers traditionally produce at least one purple towel each year. While this towel may not be the retailers' best seller, they find a steady demand for this royal indulgence.





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