

Colour And Your Mood

Oh Come on...Does colour really effect my mood?

Psychologists have long since theorized that people's preferences for colour and colour mixes have deep psychological affect on you mood or feeling.

In fact, research does suggest that colour can affect your being and that your choice of colour or combinations of colour is significant to your mood.

An example of this is that healthy people will prefer colours and colour mixtures that reflect their health both physically and mentally.

Furthermore, your colour preferences are not necessarily fixed and that they will vary even within a given day depending on your mood.

Colours & Emotions or Moods

RED has been known to escalate the body's metabolism with vibrance and passion and is the most exciting colour. Pink is actually a lighter shade of red and is "romantic" while a darker shade of red gives the impression of royalty.

YELLOW is a cheerful colour when used in moderation. Lighter shades of yellow lend a light and breezy feeling, but dark yellows can overpower an image.

WHITE confers innocence on one side and sterility on the other. The use of white is important in printing as it can make the difference between easy to read and cluttered.

BLACK can be utilized to create a very elegant and understated effect on printed items.

BLUE is the most calming colour. Light blue soothes while dark blue adds a look of dignity.

GREEN evokes a peaceful feeling, Just think of a fresh green meadow. Brighter shades of green are stimulating and uplifting while dark green is calm and quiet.

ACTIVE

Active colours are warm colours, including yellow, orange and red. These colours inspire positiveness and exude confidence from extroverts. Warm colours can also inspire conversation and upbeat attitudes. Reds heat up a room like no other hue. Wake up an entryway with fire engine red or warm a den with deep maroon. Yellows and golden colours unleash creative activity and work well in offices, kitchens and study areas.

PASSIVE COLOURS

Cool colours pacify and restore. Bedrooms, private areas and bathrooms are great places for blues, greens and purples.

For More information on colour and its effect on your mood log on to our website:

<http://www.weprintcolour.com/moodofcolour.htm>

"The golden opportunity you are seeking is in yourself. It is not in your environment; it is not in luck or chance, or the help of others; it is in yourself alone. (Orison Swett Marden)"

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