**Psychology of Color**

### PRIMARY COLORS:
- **Red**
  - Evokes strong emotions
  - Encourages appetite (many restaurants use red in their signage/ads)
  - Passion or intensity
  - Red roses symbolize love
  - The color most preferred by men
- **Blue**
  - Calmness or serenity
  - Most used color for offices
  - People are more productive in blue rooms
  - Curbs appetite
  - Associated with water and peace
  - Associated with health and relaxation

### ACCENT COLORS
- **Green**
  - Cheerful or warm
  - Most likely to strain eyes or cause eye fatigue
  - Makes Babies Cry (Don't paint a baby's room green)
  - Said to send a sexual message
- **Orange**
  - Cheerful or warm
  - Associated with warmth, joy, and energy
  - Associated with excitement and enthusiasm
  - Also used to draw attention: Signage!
- **Purple**
  - Calming
  - Love
  - Romance
  - “Drunk tank pink” is a color used in prisons to initially calm inmates
- **Pink**
  - Purity
  - Innocence
  - Empty
  - Spacious
  - Great for creating the illusion of space
  - Often used for luxury items, to enhance the feeling of sophistication
- **Black**
  - Evil
  - Death
  - Mourning
  - Slimming
  - Ancient Egyptians believed that it symbolized life and rebirth
- **White**
  - Pure
  - Clean
  - Fresh
  - Cool
  - Often used for business, to convey trust and reliability
- **Gold**
  - Royal
  - Wealth
  - Success
  - Wisdom
  - Many kings wore purple robes
- **Silver**
  - Reliability
  - Boredom
  - Practicality
  - Earth

### Sources:
- [http://psychology.about.com/od/sensationandperception/](http://psychology.about.com/od/sensationandperception/)

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