

# the Psychology of Color



what colors to paint your home & why.

## Office

Blue: Most productive color.

## Bedroom

Green: Tranquility and Health.

## Girl's Room

Pink: Calming, Warm.

## Kitchen

Yellow: Increases metabolism, brightens room, gives you energy.

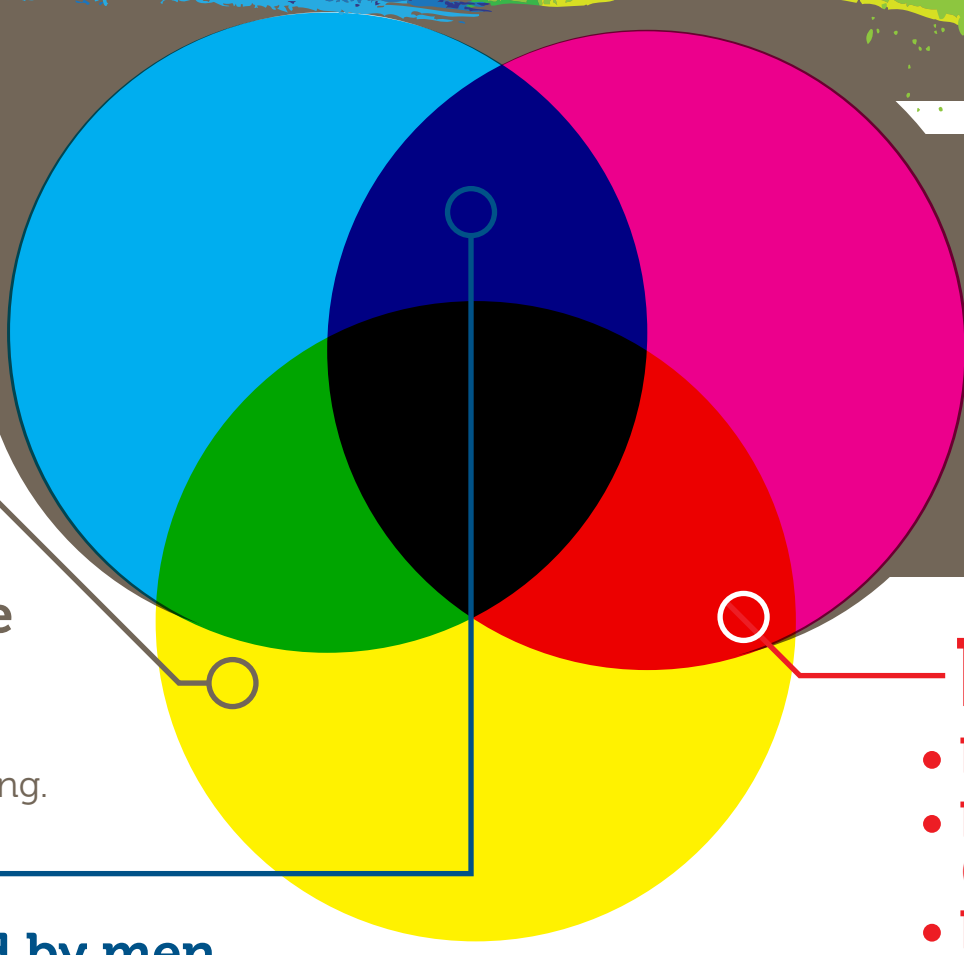
## Living Room

Lavender: Calms the nerves, allows relaxation.

## Dining Room

Red: Encourages Appetite.

## Color Psychology



## PRIMARY COLORS:

### YELLOW

- Cheerful or warm
- Most likely to strain eyes or cause eye fatigue
- Makes Babies Cry  
Don't paint a baby's room yellow, because they are more prone to crying.

### BLUE

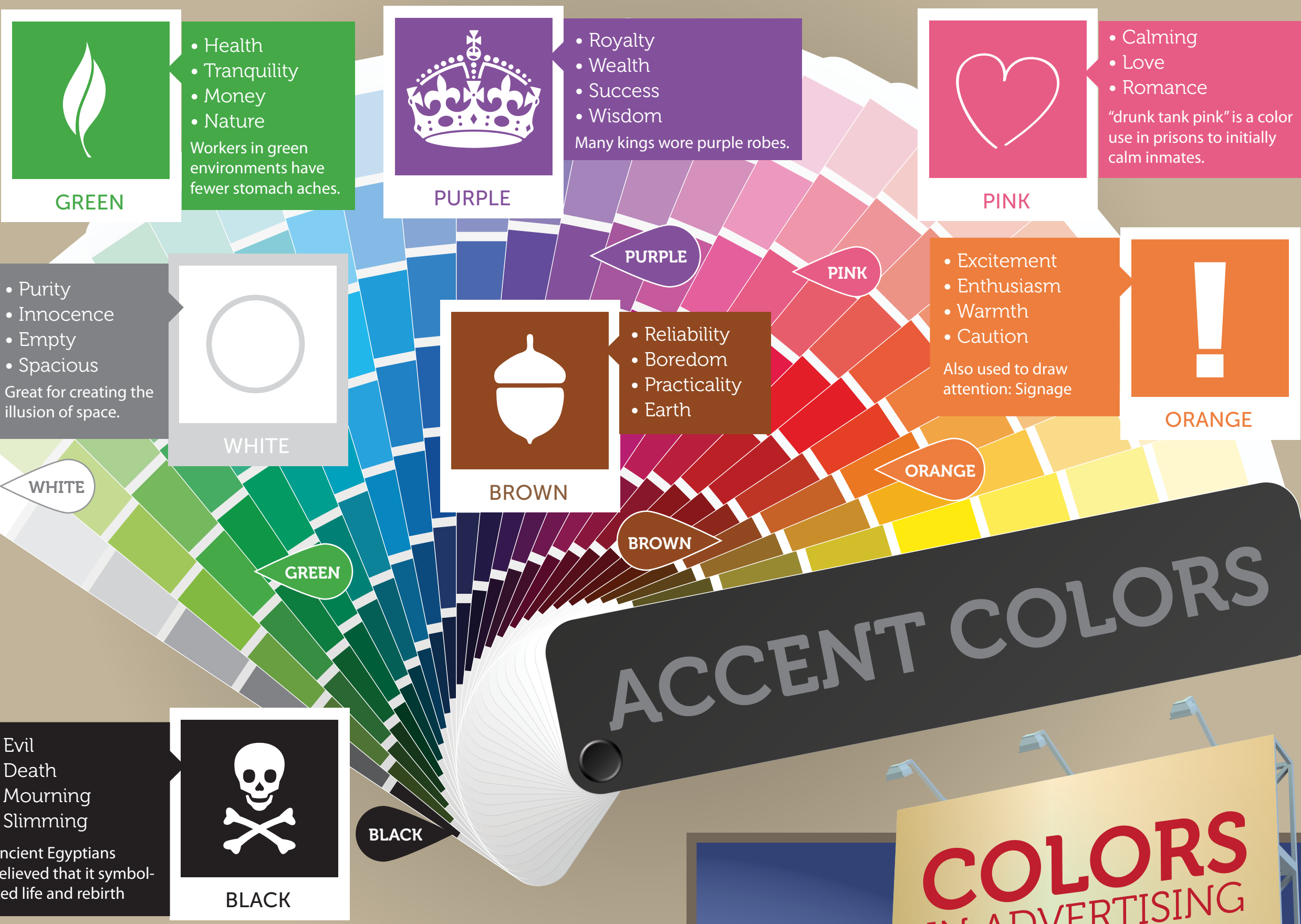
- The color most preferred by men
- Calmness or serenity
- Most used color for offices  
People are more productive in blue rooms
- Curbs appetite
- Associated with water and peace

### RED

- Evokes strong emotions
- Encourages appetite  
(many restaurants use red in their signage/ads)
- Passion or intensity
- Red roses symbolize love

**Studies show that red can make you do poorly on exams!**

"Red is hypothesized to impair performance on achievement tasks, because red is associated with the danger of failure in achievement contexts and evokes avoidance motivation."



## COLORS IN ADVERTISING

