

The background of the slide is a halftone illustration of a painter's palette. The palette is oval-shaped and filled with various colors including red, orange, yellow, green, blue, and purple. A paintbrush with a wooden handle and a dark tip is positioned diagonally across the lower right portion of the palette. The entire image is composed of small, circular dots of varying sizes and colors, creating a textured, dithered effect.

psychology of color

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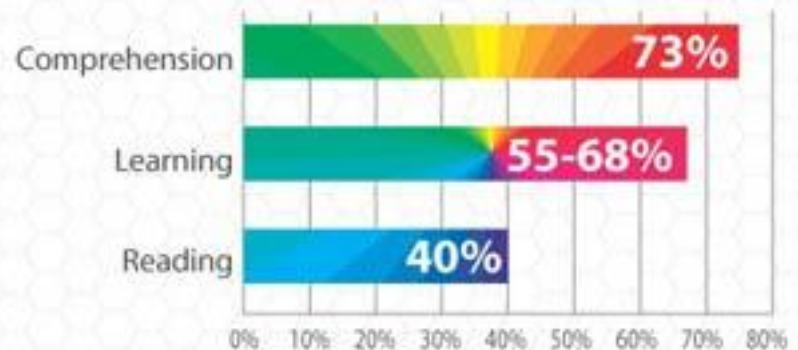
How much do you really know about
colors?

how we perceive color?

OUTCOME OF THE USE OF COLOR

Ads in color are read up to
42% more often
than the same ads
in black and white.

COLOR CAN IMPROVE



Red

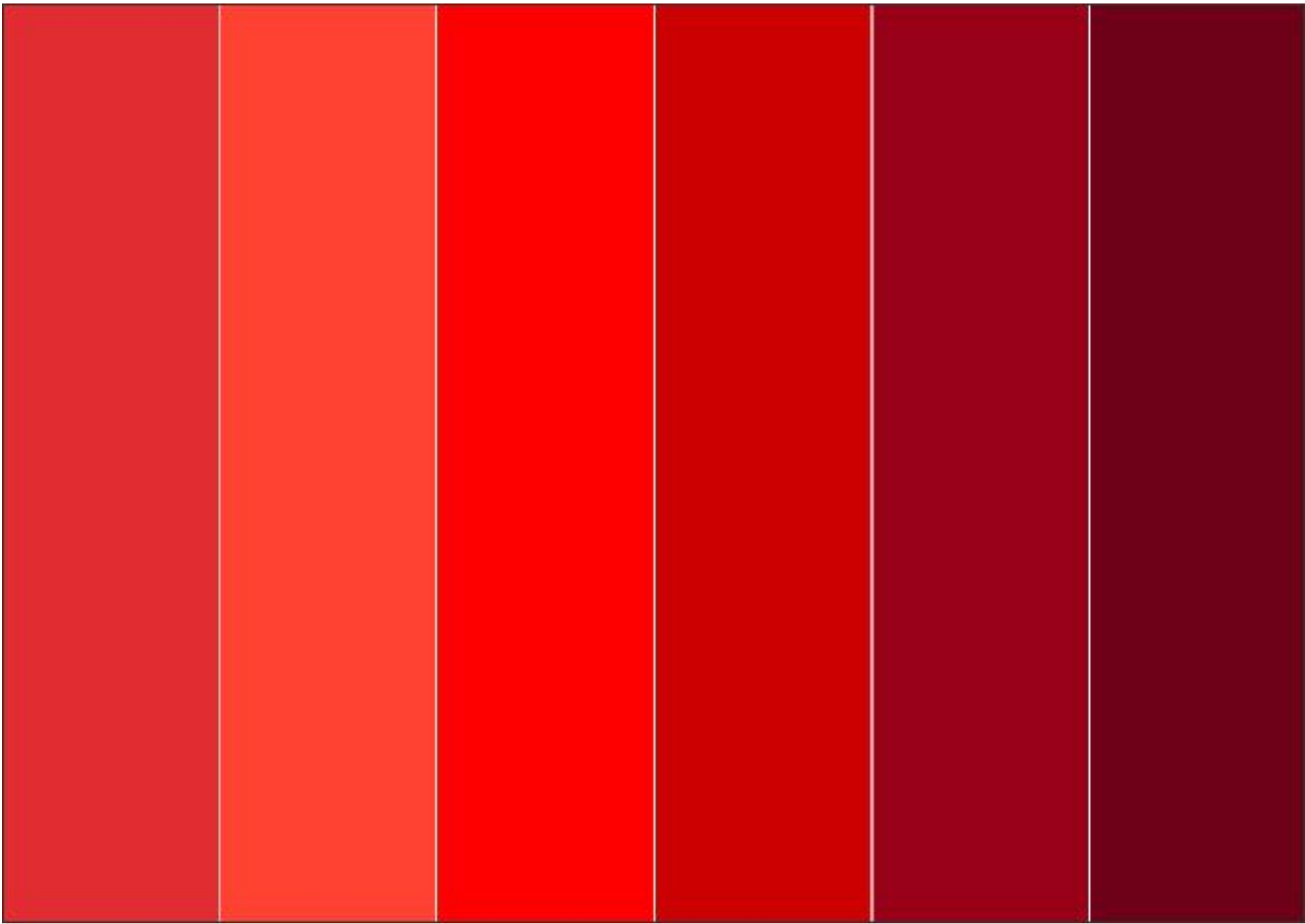


Companies









BLUE

communication

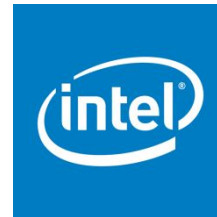
technology

trust

coldness

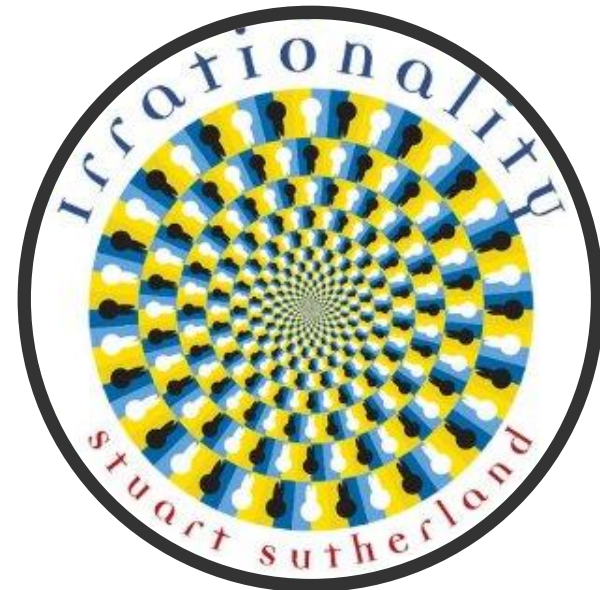
wisdom

lack of emotion





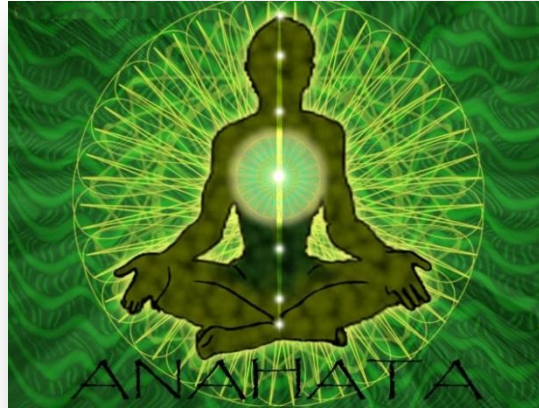
I'm
~~im~~possible



Companies



GREEN





ORANGE

Physical comfort

security

fun

promotes appetite

warmth

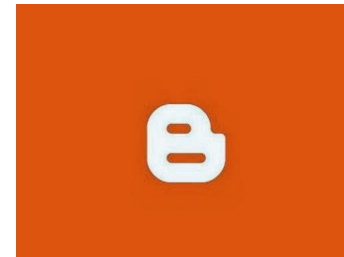
frustration

immaturity

frivolity

Deprivation

Companies



ДИКСИ

VIOLET



Information sources

- <http://weareboutique.co.uk/colour-psychology-why-we-chose-our-brand-colours/>
- <http://www.colour-affects.co.uk/psychological-properties-of-colours>
- <http://www.ufunk.net/en/design/psychology-of-color/>
- <http://www.arttherapyblog.com/online/color-psychology-psychologica-effects-of-colors/#.VINQVnbhCJA>

