



# psychology of color

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The image features a dynamic and colorful abstract composition of thick, glossy paint strokes. The colors are primarily red, yellow, blue, and green, which are layered and blended together in a way that creates a sense of movement and depth. The paint is applied in broad, sweeping brushstrokes, with some areas showing more texture and detail than others. The overall effect is one of vibrant energy and artistic expression. Overlaid on this colorful background is the text "How much do you really know about colors?" in a clean, white, sans-serif font. The text is positioned in the upper left quadrant of the image, with the word "colors?" on a separate line below "about".

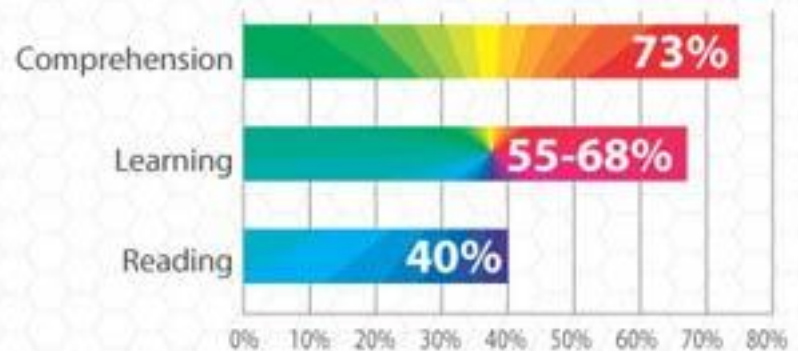
How much do you really know about  
colors?

# 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

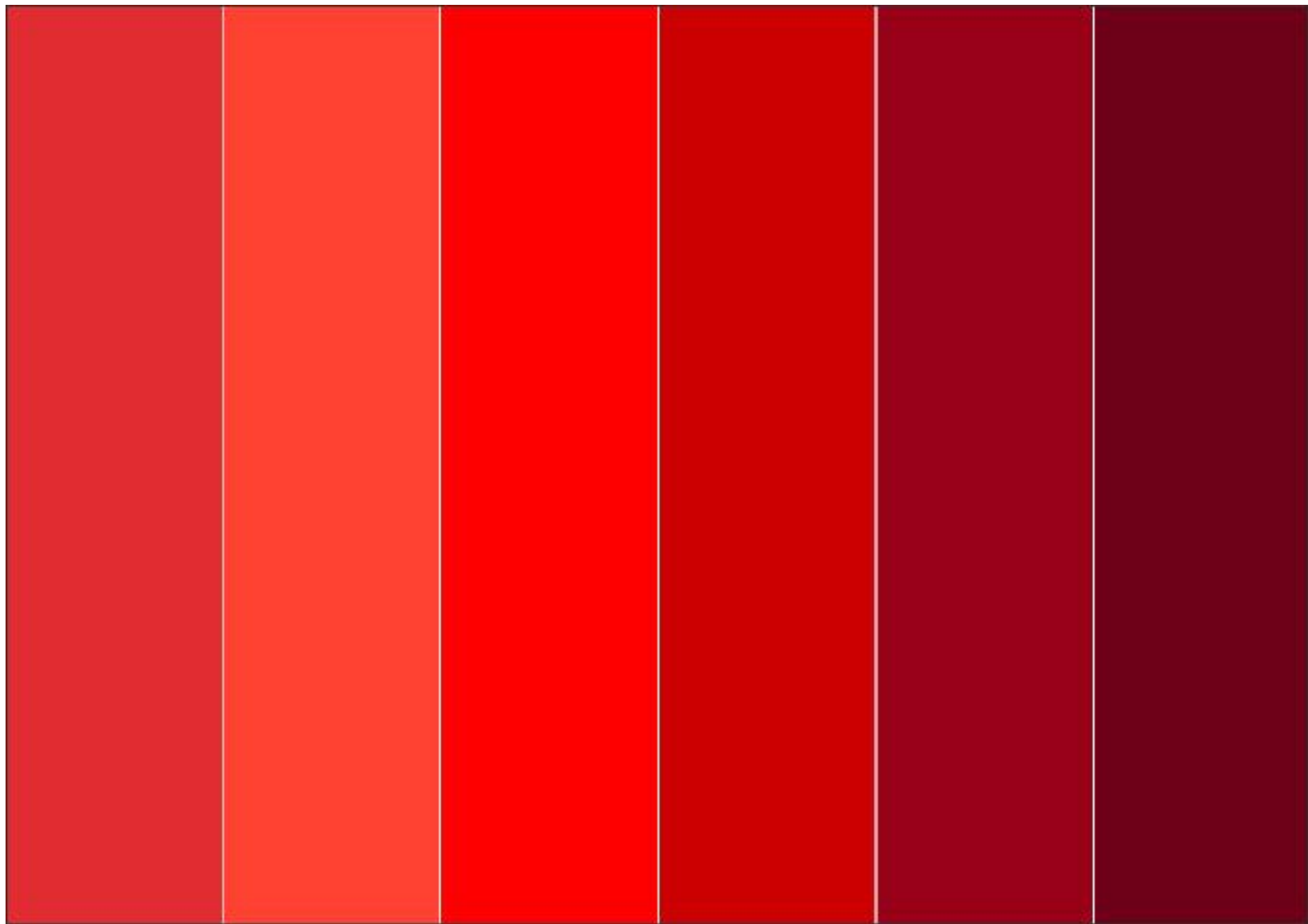


# Companies











# BLUE

*communication*

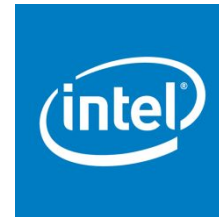
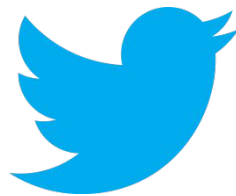
*technology*

*trust*

*coldness*

*wisdom*

*lack of emotion*





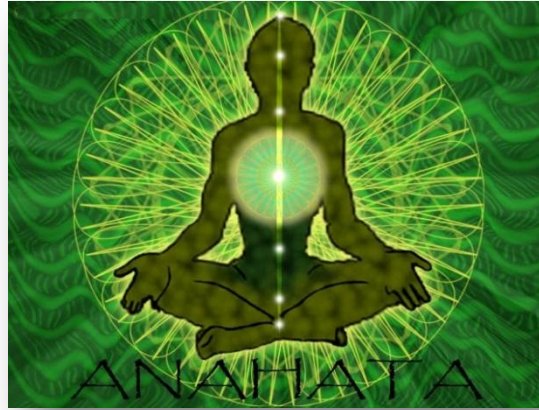
*I'm*  
~~im~~possible



# Companies



# GREEN





# ORANGE

*Physical comfort*

*security*

*fun*

*promotes appetite*

*warmth*

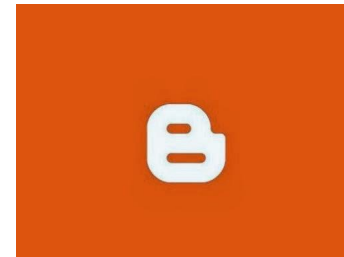
*immaturity*

*frustration*

*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>



