

The Psychology of Colour

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DID You Know That

COLOURS

are able to

INFLUENCE HOW WE THINK?





Warm colours

- Red, yellow and orange
- Spark a variety of emotions ranging from comfort and warmth to hostility and anger.

Cool colours

- Green, blue and purple
- Spark feelings of calmness as well as sadness.



Yellow is the
happiest colour as
it makes us joyful.



The image features a background of vibrant green leaves, some in sharp focus and others blurred, creating a natural, serene atmosphere. A white rectangular box is centered on the page, containing the following text:

Green colours create a peaceful and calming atmosphere which relaxes the eyes.



Wear blue during interviews as it gives a feeling of trustworthiness.



The colour purple
encourages
creativity.



The colour orange
helps to stimulate
appetite.





White

- Represents purity and innocence.
- Heightens the perception of space.

Black

- Represents power and seriousness.
- Gives a perception of mystery.




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graph TD; A[Red is a powerful colour.] --- B[It shows courage and strength.]; A --- C[It also means being aggressive and demanding.];
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Red is a powerful colour.

It shows courage and strength.

It also means being aggressive and demanding.



**Hopefully you will be able to apply colours wisely
to make your life more exciting!**

