

**YOUR COLOUR AS A CLUE TO WHO
YOU ARE**

Colour Psychology

- Colour psychology looks at how colour influences our behaviour and decision-making.
- Different colours can impact the way people perceive a brand in ways that aren't always apparent, such as how certain hues can increase appetite.
- Colours can affect how we feel subconsciously. This means that one may not even know they are being affected by the colour of an environment or artwork.

Colour Psychology

- Take a look at the cover on your smart phone or your tablet – what colour is your vehicle - what is the most common colour in your wardrobe - what colour do you like on other people? These may all be clues to your colour.
- *So what?*
 - Who you are and what your current brand is could be different than what you want it to be.
 - The colour you use may be giving the wrong message.

Exercise

- Read the following descriptions of what communication each colour can give at the unconscious level. Decide which one best describes you and your art (and maybe a secondary one).

RED: The colour of passion and drama. This colour attracts the most attention and is associated with strong emotions such as love and anger. Red is the colour used universally to signify danger, courage, strength, and power. Red is stimulating, vibrant and exciting. Red inspires desire with a strong link to sexuality.

GREEN: The colour of growth and health. Think of nature and sea green in all its glory expressing renewal and life. Green has a strong association as a refreshing and peaceful colour. It evokes feelings of abundance and a plentiful environment while providing a restful and secure feeling.

YELLOW: The colour of optimism. Yellow is a compelling colour that conveys youthful and fresh energy. This colour of sunshine is uplifting and illuminating and associated with success and confidence. Yellow stimulates the left side of the brain, helping with clear thinking and quick decision-making.

BLUE: The colour of trust, blue, the shade of the sea and the sky is thought to induce calm and convey serenity and peace. The popular colour instills confidence and inspires feelings of loyalty, integrity and responsibility. Cool blue is conservative and can also be perceived as aloof.

ORANGE: The colour of encouragement, the combination of yellow and red makes orange convey excitement, warmth and enthusiasm. It's social and inviting. This is the colour of the extrovert, exuding happiness and joy. Releasing inhibitions. Orange is a motivating and encouraging colour that appeals to young people.

VIOLET: The colour of spirituality. The energy of red with the calm of blue combine to create violet. It's a colour that inspires reflection and self-awareness. It is the colour of the sensitive, compassionate and intuitive soul - the introvert. Also, violet has long been associated with royalty and characteristics of quality and luxury.

BROWN: The colour of the earth. Stability and a solid foundation is the message that emanates from the colour brown. This colour relates to things that are natural and simple. Brown is thought to be dull, but is reliable and wholesome. Although frugal and unsophisticated, brown is a colour of safety and confidence.

GRAY: The colour of compromise, gray is considered to be an unemotional, detached colour seeking to avoid attention. It conveys gloom and depression and is very conservative. Gray has a stabilizing effect as it is very neutral, but can also conjure up feelings of frustration. Gray is linked with maturity and protection.

PINK: The colour of sensitivity. It's the passion of red combined with the purity of white to create this colour associated with love, tranquility, and femininity. Pink has associations with tenderness and nurturing while conveying a sense of safety and even vulnerability.

BLACK: The colour of mystery, black is actually the lack of colour. It covers, hides and implies that there is a barrier. A strong and powerful colour, black is formal and sophisticated, sexy and secretive. It connotes fear and evil and conveys pessimism and lack of hope.

The YOU Colour

- What colour are you?
- What descriptions are used in your colour description and are relevant for you?

Fill these in your work sheet (Page 2)

