

The Color Theory

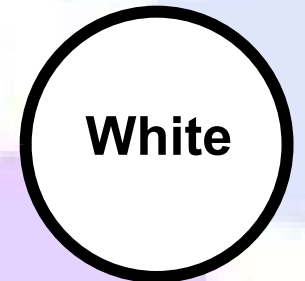
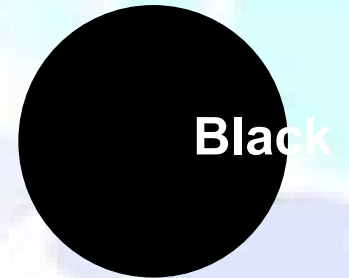
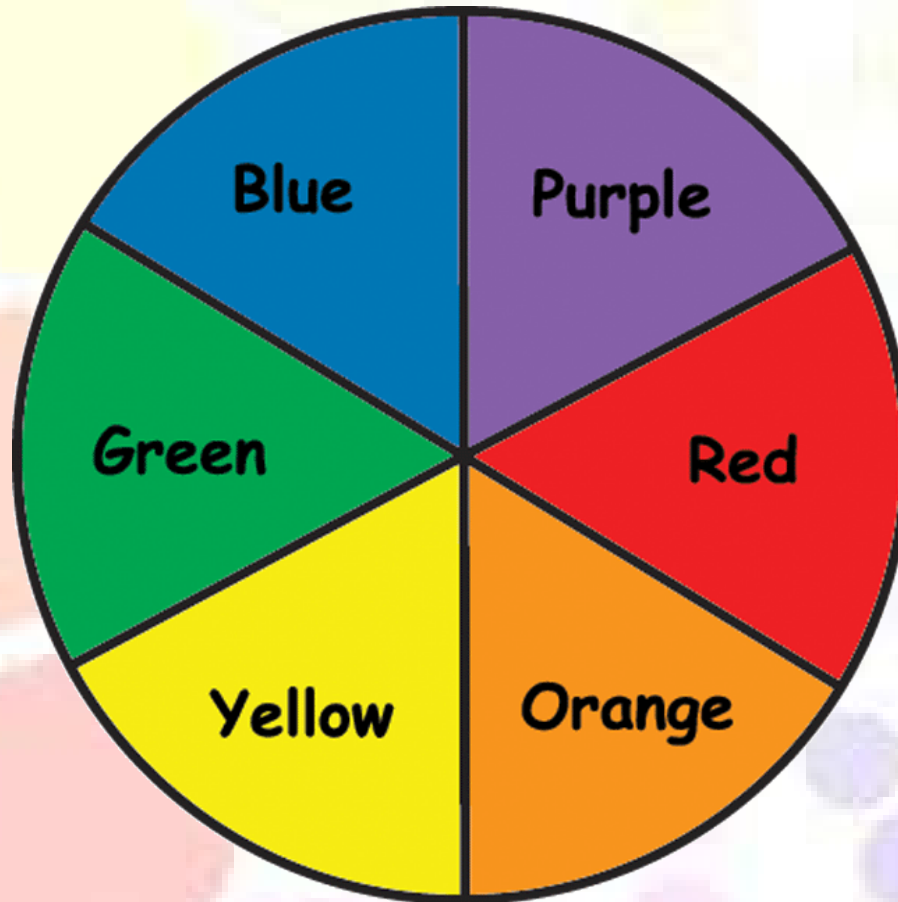
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The Meaning of Color



Click on a color to learn about its meaning.

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The Meaning of Color-Red

- Red is the color of fire. It is associated with energy, war, danger, strength, power, determination and love.
- Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. It has very high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. It is a color found in many national flags.
- Red brings text and images to the foreground. Use it as an accent color to stimulate people to make quick decisions; it is a perfect color for 'Buy Now' or 'Click Here' buttons on Internet banners and websites. Red is widely used to indicate danger (high voltage signs, traffic lights).



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The Meaning of Color-Orange

- Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, and encouragement.
- To the human eye, orange is a very hot color, so it gives the sensation of heat. Nevertheless, orange is not as aggressive as red. Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity. As a citrus color, orange is associated with healthy food and stimulates appetite. Orange is the color of fall and harvest.
- Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design.



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The Meaning of Color-Yellow

- Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.
- Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color. When overused, yellow may have a disturbing effect; it is known that babies cry more in yellow rooms. Yellow is seen before other colors when placed against black; this combination is often used to issue a warning.
- Use yellow to evoke pleasant, cheerful feelings. Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design. Shades of yellow are visually unappealing because they lose cheerfulness and become dingy.



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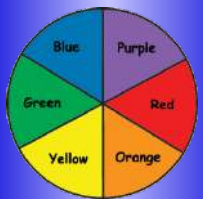
The Meaning of Color-Green

- Green is the color of nature. It symbolizes growth, harmony, and freshness. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.
- Green has great healing power. It is the most restful color for the human eye; it can improve vision. Green suggests stability and endurance. Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice. Green, as opposed to red, means safety; it is the color of free passage in road traffic.
- Green is directly related to nature, so you can use it to promote 'green' products. Dull, darker green is commonly associated with money, the financial world, banking, and Wall Street.
- **Dark green** is associated with ambition, greed, and jealousy. **Olive green** is the traditional color of peace.



The Meaning of Color-Blue

- Blue is the color of the sky and sea. It symbolizes trust, loyalty, wisdom, confidence, intelligence, and truth.
- Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness.
- Blue is used to promote products and services related to cleanliness (water purification filters, cleaning liquids), air and sky (airlines, airports, air conditioners), water and sea (sea voyages, mineral water).
- When used together with warm colors like yellow or red, blue can create high-impact, vibrant designs; for example, blue-yellow-red is a perfect color scheme for a superhero.



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The Meaning of Color-Purple

- Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.
- According to surveys, almost 75 percent of pre-adolescent children prefer purple to all other colors. Purple is a very rare color in nature; some people consider it to be artificial.



The Meaning of Color-White

- White is associated with light, goodness, and innocence. It is considered to be the color of perfection.
- White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning.
- White is associated with hospitals, doctors, and sterility. White is also often associated with low weight, low-fat food, and dairy products.



The Meaning of Color-Black

- Black is associated with power, elegance, death, evil, and mystery.
- Black is a mysterious color associated with fear and the unknown (black holes). Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie event).
- Black gives the feeling of perspective and depth. When designing for a gallery of art or photography, you can use a black or gray background to make the other colors stand out. Black contrasts well with bright colors. Combined with red or orange – other very powerful colors – black gives a very aggressive color scheme.

