

## Colors and Its Significance

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### ABSTRACT

Color is a meaningful constant for sighted people and it's a powerful psychological tool. Attention is captured subconsciously for color before people can consciously attend to something. Color psychology is the study of hues as a determinant of human behavior. By using color psychology, you can send a positive or negative message, encourage sales, calm a crowd, or make an athlete pump iron harder. Color therapy is also known as chromotherapy, color therapy, colorology or cromatherapy. In this chapter it gives meanings of various colors, what colors means, how do they affect mood and personality of person. It gives an account of what color psychology is, and uses of color psychology in treating illness as well its use in marketing business.

**Keywords:** *Color, Significance, Personality, Color Therapy*

Color is a form of non verbal communication. Each color has many aspects to it. It is not a static energy and its meaning can change from one day to the next with any individual - it all depends on what energy they are expressing at that point in time. The meaning of colors can vary depending on culture and circumstances.

The physiological and emotional effect of color in each person is influenced by several factors such as past experiences, culture, religion, natural environment, gender, race, and nationality.. Color decisions can influence both direct messages and secondary brand values and attributes in any communication.

Attention is captured for color subconsciously before people can consciously attend to something (Kawasaki, Masahiro, Yamaguchi & Yoko).

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## MEANINGS OF COLOR

### 1.Black

Black is the color of authority and power, stability and strength. It is also the color associated with intelligence (doctorate in black robe; black horn rimmed glasses, etc.) Black clothes make people appear thinner. It's a somber color sometimes associated with evil (the cowboy in the black hat was almost always the "bad guy"). In the western hemisphere black is associated with grieving. Black is a serious color that evokes strong emotions; it is easy to overwhelm people with too much black (Business, Sales and the World Wide Web Are In Color).

The psychological implications of black are considerable. It creates protective barriers, as it absorbs all the energy coming towards you, and it enshrouds the personality. Black is essentially an absence of light, since no wavelengths are reflected and it can, therefore be menacing; many people are afraid of the dark. Positively, it communicates absolute clarity, with no fine nuances. It communicates sophistication and uncompromising excellence and it works particularly well with white. Black creates a perception of weight and seriousness. (Psychological Properties Of Colours & [www.colour-affects.co.uk/psychological-properties-of-colours](http://www.colour-affects.co.uk/psychological-properties-of-colours)).

Positive: Sophistication, glamour, security, emotional safety, efficiency, substance.

Negative: Oppression, coldness, menace, heaviness.

### 2.White

For most of the world this is the color associated with purity (wedding dresses); cleanliness (doctors in white coats) and the safety of bright light (things go bump in the night ... not the bright sunshine!). It is also used to project the absence of color, or neutrality. In some eastern parts of the world, white is associated with mourning. White is also associated with creativity (white boards, blank slates). It is a compression of all the colors in the color spectrum (Business, Sales and the World Wide Web Are In Color).

Just as black is total absorption, so white is total reflection. In effect, it reflects the full force of the spectrum into our eyes. Thus it also creates barriers, but differently from black, and it is often a strain to look at. It communicates, "Touch me not!" White is purity and, like black, uncompromising; it is clean, hygienic, and sterile. The concept of sterility can also be negative. Visually, white gives a heightened perception of space. The negative effect of white on warm colours is to make them look and feel garish (Psychological Properties Of Colours & [www.colour-affects.co.uk/psychological-properties-of-colours](http://www.colour-affects.co.uk/psychological-properties-of-colours)).

Positive: Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency.

Negative: Sterility, coldness, barriers, unfriendliness, elitism.

### 3.Gray

Gray is most associated with the practical, timeless, middle-of-the-road, solid things in life. Too

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much gray leads to feeling mostly nothing; but a bit of gray will add that rock solid feeling to your product. Some shades of gray are associated with old age, death, taxes, depression or a lost sense of direction. Silver is an off-shoot of gray and often associated with giving a helping hand, strong character (sterling in-fact!) (Business, Sales and the World Wide Web Are In Color).

A virtual absence of colour is depressing and when the world turns grey we are instinctively conditioned to draw in and prepare for hibernation. Unless the precise tone is right, grey has a dampening effect on other colours used with it. Heavy use of grey usually indicates a lack of confidence and fear of exposure (Psychological Properties Of Colours).

Positive: Psychological-neutrality.

Negative: Lack of confidence, dampness, depression, hibernation, lack of energy.

### 4.Red

If you want to draw attention, use red. It is often where the eye looks first. Red is the color of energy. It's associated with movement and excitement. People surrounded by red find their heart beating a little faster and often report feeling a bit out of breath. It's the absolute wrong color for a baby's room but perfect to get people excited. Wearing red clothes will make you appear a bit heavier and certainly more noticeable (some studies show red cars get more tickets but that may be because the red car owners drive faster or the ticket giver notices the movement of the red car more prominently). Red is not a good color to over use but using a spot of red in just the right place is smart in some cases (one red accent in an otherwise neutral room draws the eye; a red tie with a navy blue suit and a white shirt adds just the right amount of energy to draw the eye (no wonder it's the "uniform of the day" at the seats of government). Red is the symbol of life (red blooded life!) and, for this reason, it's the color worn by brides in China. Red is used at holidays that are about love and giving (red roses, Valentines hearts, Christmas, etc.) but the true color of love is pink (Business, Sales and the World Wide Web Are In Color).

RED: is physical, Red is strong, and very basic. Pure red is the simplest colour, with no subtlety. It is stimulating and lively, very friendly. At the same time, it can be perceived as demanding and aggressive(Psychological Properties Of Colours)

Positive: Physical courage, strength, warmth, energy, basic survival, 'fight or flight', stimulation, masculinity, excitement.

Negative: Defiance, aggression, visual impact, strain.

### 5.Blue

Ask people their favorite color and a clear majority will say blue. Much of the world is blue (skies, seas). Seeing the color blue actually causes the body to produce chemicals that are calming; but that isn't true of all shades of blue. Some shades (or too much blue) can send a cold and uncaring message. Many bedrooms are blue because it's calm, restful color. Over the ages

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blue has become associated with steadfastness, dependability, wisdom and loyalty (note how many uniforms are blue). People tend to be more productive in a blue room because they are calm and focused on the task at hand. Some studies are showing that weight lifters can lift more weight in a blue gym - in fact, nearly all sports are enhanced in blue surroundings (Business, Sales and the World Wide Web Are In Color).

BLUE is intellectual. Blue is the colour of the mind and is essentially soothing; it affects us mentally, rather than the physical reaction we have to red. Strong blues will stimulate clear thought and lighter, soft blues will calm the mind and aid concentration. Consequently it is serene and mentally calming. It is the colour of clear communication.

Time and again in research, blue is the world's favourite colour. However, it can be perceived as cold, unemotional and unfriendly (Psychological Properties Of Colours).

Positive: Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm.

Negative: Coldness, aloofness, lack of emotion, unfriendliness.

### 6.Green

The color of growth, nature, and money. A calming color also that's very pleasing to the senses. Dark forest green is associated with terms like conservative, masculine and wealth. Hospitals use light green rooms because they are found to be calming to patients. It is also the color associated with envy, good luck, generosity and fertility. It is the traditional color of peace, harmony, comfortable nurturing, support and well paced energy (Business, Sales and the World Wide Web Are In Color).

GREEN is balance. Green strikes the eye in such a way as to require no adjustment whatever and is, therefore, restful. Being in the centre of the spectrum, it is the colour of balance - a more important concept than many people realise (Psychological Properties Of Colours).

Positive: Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace.

Negative: Boredom, stagnation, blandness, enervation.

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### 7. Yellow

Cheerful yellow is the color of the sun, associated with laughter, happiness and good times. A person surrounded by yellow feels optimistic because the brain actually releases more serotonin (the feel good chemical in the brain) when around this color. It is the color associated with optimism but be careful with yellow; when intense, it is the color of flames and studies show babies cry more in (bright) yellow rooms and tempers flare more around that color too. It has the power to speed up our metabolism and bring out some creative thoughts (legal tablets are yellow for good reason!). Yellow can be quickly overpowering if over-used, but used sparingly in the just the right place it can be an effective tool in marketing to greater sales. Some shades of yellow are associated with cowardice; but the more golden shades with the promise of better times (Business, Sales and the World Wide Web Are In Color).

YELLOW is emotional. In this case the stimulus is emotional, therefore yellow is the strongest colour, psychologically (Psychological Properties Of Colours).

Positive: Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.

Negative: Irrationality, fear, emotional fragility, depression, anxiety, suicide.

### 8. Orange

The most flamboyant color on the planet! It's the color tied most this fun times, happy and energetic days, warmth and organic products. It is also associated with ambition. There is nothing even remotely calm associated with this color. Orange is associated with a new dawn in attitude (Business, Sales and the World Wide Web Are In Color).

Orange is stimulating and reaction to it is a combination of the physical and the emotional. It focuses our minds on issues of physical comfort - food, warmth, shelter etc. - and sensuality. It is a 'fun' colour. Negatively, it might focus on the exact opposite – deprivation (Psychological Properties Of Colours).

Positive: Physical comfort, food, warmth, security, sensuality, passion, abundance, fun.

Negative: Deprivation, frustration, frivolity, immaturity.

### 9. Purple/violet

What color were the robes of kings and queens? Yes, they were purple, our most royal color that is associated with wealth, prosperity, rich sophistication. This color stimulates the brain activity used in problem solving. However, when overused in a common setting it is associated with putting on airs and being artificial. Use purple most carefully to lend an air of mystery, wisdom, and respect. Young adolescent girls are most likely to select nearly all shades of purple as their favorite color (Business, Sales and the World Wide Web Are In Color).

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VIOLET is spiritual. It is highly introvertive and encourages deep contemplation, or meditation. It has associations with royalty and usually communicates the finest possible quality (Psychological Properties Of Colours).

Positive: Spiritual awareness, containment, vision, luxury, authenticity, truth, quality.  
Negative: Introversion, decadence, suppression, inferiority.

### 10. Brown

This color is most associated with reliability, stability, and friendship. More are likely to select this as their favorite color. It's the color of the earth itself "terra firma" and what could represent stability better. It too is associated with things being natural or organic. Caution however, for in India it is the color of mourning (Business, Sales and the World Wide Web Are In Color).

Brown usually consists of red and yellow, with a large percentage of black. Consequently, it has much of the same seriousness as black, but is warmer and softer. It has elements of the red and yellow properties. Brown has associations with the earth and the natural world. It is a solid, reliable colour and most people find it quietly supportive - more positively than the ever-popular black, which is suppressive, rather than supportive (Psychological Properties of Colours).

Positive: Seriousness, warmth, Nature, earthiness, reliability, support.

Negative: Lack of humour, heaviness, lack of sophistication.

### 11. PINK

Pink is the most calming of all colors, often our most dangerous criminals are housed in pink cells as studies show that the color drains energy and calms aggression. Think of pink as the color of romance, love, and gentle feelings, to be in the pink is to be soothed (Business, Sales and the World Wide Web Are In Color).

Being a tint of red, pink also affects us physically, but it soothes, rather than stimulates. (Interestingly, red is the only colour that has an entirely separate name for its tints. Tints of blue, green, yellow, etc. are simply called light blue, light green etc.) Pink is a powerful colour, psychologically. It represents the feminine principle, and survival of the species; it is nurturing and physically soothing. Too much pink is physically draining and can be somewhat emasculating.

Positive: Physical tranquility, nurture, warmth, femininity, love, sexuality, survival of the species.

Negative: Inhibition, emotional claustrophobia, emasculation, physical weakness (Psychological Properties of Colours).

**Different colors are perceived to mean different things.** For example, tones of red lead to feelings of excitement while blue tones are often associated with feelings of relaxation. Both of

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these emotions are pleasant, so therefore, the colors themselves procure positive feelings in advertisements. The chart below gives perceived meanings of different colors in the United States.

Functional (F): fulfills a need or solves a problem, Sensory-Social (S): conveys attitudes, status, or social approval (Bottomley, P.A and Doyle, J.R. 2006).

<b>White</b>	Happiness (S)	Sincerity (S)	Purity (S)	
<b>Black</b>	Grief (S)	Sophistication (S)	Expensive (F)	Fear (S)
<b>Brown</b>	Ruggedness (S)			
<b>Violet/Purple</b>	Authority (S)	Sophistication (S)	Power (S)	
<b>Pink</b>	Sophistication (S)	Sincerity (S)		
<b>Blue</b>	Masculine (S)	Competence (S)	High quality (F)	Corporate (F)
<b>Green</b>	Good Taste (F)	Envy (S)		
<b>Yellow</b>	Jealousy (S)	Competence (S)	Happiness (S)	
<b>Red</b>	Lust (S)	Negative Issues (F)	Excitement (S)	Love (S)

Labrecque, L.I.; Milne, G.R. (2011)., Aslam, M.M (2006) & Piotrowski, C.; Armstrong, T. (2012).

### MOOD AND COLOR

The physiological and emotional effect of color in each person is influenced by several factors such as past experiences, culture, religion, natural environment, gender, race, and nationality (Connecting with Color).

Color can sharpen our senses, color healers and therapists recommend specific colors to their clients based on specific emotional issues like anger, hurt, depression, resentment etc. By wearing color crystals that are specifically known to counter these emotions, people have noted **improved moods and positivity**. Certain colors actually affect the different hormones and organs and these, in turn, encourage us to acknowledge our wisdom and our power within. People wearing certain colored clothes claim **sharper awareness, more confidence** as well as **greater energy**. Often color therapy is recommended in tandem with Yoga, so people develop complete mind body awareness and mindfulness to live fully (www.color meanings.com & Top Reasons Why We Should All Practice Color Therapy And Color Healing).

### PSYCHOLOGY OF COLORS

Color has long been used to create feelings of coziness or spaciousness. However, how people are affected by different color stimuli varies from person to person. For example, Blue is the top choice for 35% of Americans, followed by green (16%), purple (10%) and red (9%) (Emotional Reactions to Color by Kathy Lamancusa).

There is evidence that color preference may depend on ambient temperature. People who are cold prefer warm colors like red and yellow while people who are hot prefer cool colors like blue and green. Some research has concluded that women and men respectively prefer "warm" and "cool" colors (Whitfield, T. W. A., & Wiltshire, T. J. 1990).

A few studies have shown that cultural background has a strong influence on color preference. These studies have shown that people from the same region regardless of race will have the same color preferences. Also, one region may have different preferences than another region (i.e., a different country or a different area of the same country), regardless of race.

Children's preferences for colors they find to be pleasant and comforting can be changed and can vary, while adult color preference is usually non-malleable (Whitfield, T. W. A., & Wiltshire, T. J. 1990).

A study by psychologist Andrew J. Elliot tested to see if the color of a person's clothing could make them appear more sexually appealing. He found that to men, women dressed in the color red were significantly more likely to attract romantic attention than women in any other color. However, for women, the color of one's shirt made no difference in their level of attractiveness (Alter, Adam. 2013).

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Despite cross-cultural differences regarding what different colors meant there were cross-cultural similarities regarding what emotional states people associated with different colors in one study. For example, the color red was perceived as strong and active (Diana Widemann, Robert A. Barton, and Russel A. Hill. Evolutionary perspectives on sport and competition. In Roberts, S. C. ,2011).

### **COLOR PSYCHOLOGY**

**Color psychology** is the study of hues as a determinant of human behavior. Color can indeed influence a person; however it is important to remember that these effects differ between people. Factors such as gender, age, and culture can influence how an individual perceives color. For example, males reported that red colored outfits made women seem more attractive, while women answered that the color of a male's outfit did not affect his attractiveness(Color psychology: From Wikipedia, the free encyclopedia).

Carl Jung is most prominently associated with the pioneering stages of color psychology. Jung was most interested in colors' properties and meanings, as well as in art's potential as a tool for psychotherapy. His studies in and writings on color symbolism cover a broad range of topics, from mandalas to the works of Picasso to the near-universal sovereignty of the color gold, the lattermost of which, according to Charles A. Riley II, "expresses ... the apex of spirituality, and intuition"( Riley, Charles A. II. "Color Codes: Modern Theories of Color in Philosophy, Painting and Architecture, Literature, Music, and Psychology",1995). In pursuing his studies of color usage and effects across cultures and time periods, as well as in examining his patients' self-created mandalas, Jung attempted to unlock and develop a language, or code, the ciphers of which would be colors.

He looked to alchemy to further his understanding of the secret language of color, finding the key to his research in alchemical transmutation. His work has historically informed the modern field of color psychology.

#### ***General model***

*The general model of color psychology relies on six basic principles:*

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1. Color can carry specific meaning
2. Color meaning is either based in learned meaning or biologically innate meaning.
3. The perception of a color causes evaluation automatically by the person perceiving.
4. The evaluation process forces color-motivated behavior.
5. Color usually exerts its influence automatically.
6. Color meaning and effect has to do with context as well (Whitfield, T. W. A., & Wiltshire, T. J. (1990).

Although different colors can be perceived in different ways, the name of those colors matters as well (Skorinko, J.L (2006) & Babin, Barry J).

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### **Color Psychology: The Color White**

- Purity, innocence, cleanliness, sense of space, neutrality and mourning (in some cultures/societies)

### **Color Psychology: The Color Black**

- Authority, power, strength, evil, intelligence, thinning / slimming and death or mourning

### **Color Psychology: The Color Gray**

- Neutral, timeless and practical

### **Color Psychology: The Color Red**

- Love, romance, gentle, warmth, comfort, energy, excitement, intensity, life and blood

### **Color Psychology: The Color Orange**

- Happy, energetic, excitement, enthusiasm, warmth, wealth prosperity, sophistication, change and stimulation

### **Color Psychology: The Color Yellow**

- Happiness, laughter, cheery, warmth, optimism, hunger, intensity, frustration, anger and attention-getting

### **Color Psychology: The Color Green**

- Natural, cool, growth, money, health, envy, tranquility, harmony, calmness and fertility

### **Color Psychology: The Color Blue**

- Calmness, serenity, cold, uncaring, wisdom, loyalty, truth, focused and un-appetizing

### **Color Psychology: The Color Purple**

- Royalty, wealth, sophistication, wisdom, exotic, spiritual, prosperity, respect and mystery

### **Color Psychology: The Color Brown**

- Reliability, stability, friendship, sadness, warmth, comfort, security, natural, organic and mourning (in some cultures/societies)

### **Color Psychology: The Color Pink**

- Romance, love, gentle, calming and agitation (Color Psychology: The Emotional Effects of Colors).

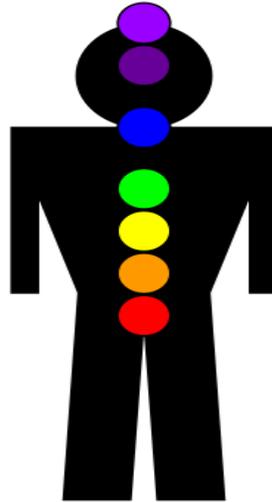
## **CHROMOTHERAPY**

**Chromotherapy**, sometimes called **color therapy**, **colorology** or **chromatherapy**, is an alternative medicine method, which is considered pseudoscience (F. Williams, 2013). Chromo therapists claim to be able to use light in the form of color to balance "energy" lacking from a person's body, whether it be on physical, emotional, spiritual, or mental levels. Research has shown it is ineffective ("Light Therapy" & American Cancer Society, 2011).

Color therapy is distinct from other types of light therapy, such as neonatal jaundice treatment (Dobbs, R. H & Cremer, R. J. 1975, "Phototherapy") and blood irradiation therapy which is a scientifically accepted medical treatment for a number of conditions ("Light Therapy" & American Cancer Society, 2011), and from photobiology, the scientific study of the effects of light on living organisms.

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A New Age conceptualisation of the chakras of Indian body culture and their positions in the human body. Practitioners of ayurvedic medicine believe the body has seven "chakras", which some claim are 'spiritual centers', and which are held to be located along the spine. New Age thought associates each of the chakras with a single color of the visible light spectrum, along with a function and organ or bodily system. According to this view, the chakras can become imbalanced and result in physical diseases, but application of the appropriate color can allegedly correct such imbalances. The purported colors and their associations are described as: (Chromotherapy ,From Wikipedia, the free encyclopedia).



Color	Chakra	Chakra location	Alleged function
Red	First	Base of the spine	Grounding and Survival
Orange	Second	Lower abdomen, genitals	Emotions, sexuality
Yellow	Third	Solar plexus	Power, ego
Green	Fourth	Heart	Love, sense of responsibility
Blue	Fifth	Throat	Physical and spiritual communication
Indigo	Sixth	Just above the center of the brow, middle of forehead	Forgiveness, compassion, understanding
Violet	Seventh	Crown of the head	Connection with universal energies, transmission of ideas and information

According to author Carol Jackson, in her book “Color Me Beautiful”, chromotherapy or color therapy, can be used to enhance one’s mind and spirit. She gives the example of how certain colors used in one’s attire can help bring out the color of the wearer’s eyes ,hair etc. Since some colors help flatter and compliment us, we naturally feel more confident wearing them. By

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choosing a color palette that suits our personality, we can actually perform better in professional and personal lives.

Even in the past; artists like Rembrandt and Michelangelo used colors to symbolically convey messages in their paintings. Likewise, modern color therapy is known to stimulate emotions and feelings such as:

1. Vitality and passion (Red)
2. Optimism and expansion (Orange)
3. Healing and growth (Green)
4. Joy and Creativity (Yellow) (How Color Therapy or Chromotherapy Can Heal Your Body & [www.colormeanings.com/how-color-therapy-or-chromotherapy-can-heal-your-body](http://www.colormeanings.com/how-color-therapy-or-chromotherapy-can-heal-your-body)).

### *Color Therapy for the body:*

Chromotherapy, when used for healing the body, utilizes colors based on their electrical and heating properties. Some colors actually cool and soothe the nerves (e.g. dark-violet, indigo etc) while some can excite or heat the blood (e.g. red-orange or dark red etc).few examples of chromotherapy for healing the body:

1. Red, in color therapy, is used to stimulate and increase the action of arterial blood. Hence, drugs which are red, such as Capsicum, cloves, balsam of Peru, red cedar and musk etc are used for stimulating oxygen in the blood. Likewise, red glass or red paint used in rooms can be used for exciting and cheering patients. Red colored baths and red light therapy have actually helped patients recover from complete paralytic state.
2. Yellow drugs are mainly emetics. Indian hemp, Blood root, May apple and Senna etc are a few laxatives and purgatives that are yellow or yellow-red in color. Yellow sunlight can be enhanced through yellow glass to help treat patients suffering from chronic bronchial irritation and colds etc. Drinking water stored in yellow wine bottles is known to help treat severe constipation.
3. Blue and violet colors have cooling and electrical properties. Drugs like belladonna, aconite, foxglove, ergot etc are used to treat diarrhea, delirium and diuresis that are a result of overheating of the body. Green tea is actually a mix of blue and yellow and is known for its antioxidant and astringent properties that help boost immunity. Blue light color therapy has helped heal sciatica, and even complex case of lung hemorrhage. Blue and white used together in chromotherapy has helped heal rheumatism, nervousness and invalidism where conventional medical treatments have failed.

### *Best colors used in Chromotherapy to heal different body parts*

1. **Brain and nerves**– Nerve soothing colors like blue, violet and indigo.
2. **Neck and thorax**– Cobalt blue for its cooling and heating properties.
3. **Digestive disorders**– Red and yellow to stimulate digestive juices as well as blue and violet to stimulate saliva.
4. **Lower limb disorders**– Warm colors like orange and orange red.

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### Caution and contraindications of chromotherapy

Colors can heal, but they can also have injurious and disastrous effects. For example, when the nerves are over-excited or irritable, or when a patient is suffering from palpitations, high fever, inflammation and neuralgia etc, yellow or orange reddish tones must not be used. Similarly, blue, indigo and violet must be avoided in cases of paralysis, gout, rheumatism or cold etc as these colors are extremely cooling and constructive in nature (How Color Therapy or Chromotherapy Can Heal Your Body & [www.colormeanings.com/how color therapy or chromotherapy can heal your body](http://www.colormeanings.com/how-color-therapy-or-chromotherapy-can-heal-your-body)).

### Color therapy and benefits of specific colors

- **Red color benefits** – Red is all about healing, stimulation, circulation, and revitalization of the mind, body spirit. It also produces red blood cells. Red can overcome inertia and its spiritual significance is connotation of energy and power.
- **Orange color therapy benefits** - Orange is a vitalizing color. It promotes sexual energy by promoting production of ovum and sperms. Orange can also relieve congestion. It is useful for maintaining the glow on the skin. It stimulates courage and promotes higher levels of mental energy. Its spiritual significance is the courage to attain goals.
- **Yellow color healing benefits** – Yellow is a healing, cleansing and purifying color. It stimulates understanding and intelligence. It also promotes cosmic awareness.
- **Green color benefits** – Green is synonymous with abundance and harmony- so this color promotes both these qualities. Green color helps balance the heart and regularizes the blood pressure. Green can maintain body temperature and relieve headaches. Spiritually, green can bring energy to the heart chakra and connotes love and healing.
- **Blue color-** This is a cooling color that relieves skin discoloration; it cools and heals the heated body. Blue color therapy healing is used for alleviating disorders of the bile and fevers etc. It is also a sedative color and brings calm, peace and quiet to the mind. Spiritually, blue connotes idealism and selflessness.
- **Violet color therapy uses-** violet is an uplifting color that can expand the mind for a heightened sixth sense or intuition. It even soothes and tranquilizes artistic temperaments. Spiritually it promotes insight, wisdom and enlightenment ([www.colormeanings.com](http://www.colormeanings.com) & Top Reasons Why We Should All Practice Color Therapy And Color Healing).

In a nutshell, the reasons why we should all **practice color healing** lie in their following benefits:

1. Color healing instills a sense of calm and peace and brings mind body harmony.
2. It channelizes energy flow and regulates Chi or Prana
3. Colors help heal aches and pains in joints to promote mobility
4. They can decrease production of stress hormones
5. The therapy unleashes the mind for its full potential
6. Color healing improves focus, alertness, awareness and concentration
7. Colors can reduce anxiety and panic attacks.
8. Colors also enhance productivity ([www.colormeanings.com](http://www.colormeanings.com) & Top Reasons Why We Should All Practice Color Therapy And Color Healing).

### USES OF COLOR

Color psychology is also widely used in **marketing and branding**. Many marketers see color as an important part of marketing because color can be used to influence consumers' emotions and perceptions of goods and services. Companies also use color when deciding on brand logos. These logos seem to attract more customers when the color of the brand logo matches the personality of the goods or services, such as the color pink being heavily used on Victoria's Secret branding. However, colors are not only important for logos and products, but also for window displays in stores. Research shows that warm colors tended to attract spontaneous purchasers, despite cooler colors being more favorable.

Color is a very influential source of information when people are making a purchasing decision. Customers generally make an initial judgment on a product within 90 seconds of interaction with that product and about 62%-90% of that judgment is based on color (Singh, Satyendra, 2006)

Company logos can portray meaning just through the use of color (Labrecque L.I & Milne, G.R.,2011).Color affects people's perceptions of a new or unknown company.

To appeal to consumer preferences, companies should consider minimizing the number of colors visible and use similar hues in a single product (Skorinko, J.L.; Kemmer, S.; Hebl, M.R & Lane, D.M, 2006).

Although different colors can be perceived in different ways, the name of those colors matters as well (Skorinko, J.L.2006 & Babin, Barry J).

Colors that were atypical were selected more than colors that were typical, showing a preference to purchase items with atypical color names (Miller, E.G & Kahn, B.E 2005). Those who chose atypical colors were also more content with their choice than those who chose typical color sweatshirts.

Attention is captured subconsciously before people can consciously attend to something. Research looking at electroencephalography (EEGs) while people made decisions on color preference found brain activation when a favorite color is present before the participants consciously focused on it. When looking a various colors on a screen people focus on their favorite color, or the color stands out more, before they purposefully turn their attention to it. This implies that products can capture someone's attention based on color, before the person willingly looks at the product (Kawasaki, Masahiro; Yamaguchi, Yoko).

Perceptions not obviously related to color, such as the palatability of food, may in fact be partially determined by color. Not only the color of the food itself but also that of everything in the eater's field of vision can affect this. (Alcaide, J. et al., 2012)

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The color of placebo pills is reported to be a factor in their effectiveness, with "hot-colored" pills working better as stimulants and "cool-colored" pills working better as depressants. This relationship is believed to be a consequence of the patient's expectations and not a direct effect of the color itself (De Craen, A. J.; Roos, P. J.; Leonard De Vries, A.; Kleijnen, J.1996). Consequently, these effects appear to be culture-dependent (Dolinska, B.1999).

In 2000, Glasgow installed blue street lighting in certain neighborhoods and subsequently reported the anecdotal finding of reduced crime in these areas. This report was picked up by several news outlets ("Blue streetlights believed to prevent suicides, street crime" & Shimbun, Yomiuri 2008). A railroad company in Japan installed blue lighting on its stations in October 2009 in an effort to reduce the number of suicide attempts (Can Blue-Colored Light Prevent Suicide?), although the effect of this technique has been questioned (Will Blue Lights Reduce Suicides in Japan?).

Color and sports performances: In particular the color red has been found to influence sports performance. During the 2004 Summer Olympics the competitors in boxing, taekwondo, freestyle wrestling, and Greco-Roman wrestling were randomly given blue or red uniforms. A later study found that those wearing red won 55% of all the bouts which was a statistically significant increase over the expected 50%. The colors affected bouts where the competitors were closely matched in ability, where those wearing red won 60% of the bouts, but not bouts between more unevenly matched competitors.

In England, since WWII, teams wearing red uniforms have averaged higher league positions and have had more league winners than teams using other colors. In cities with more than one team, the teams wearing red outperformed the teams wearing other colors. A study of the UEFA Euro 2004 found similar results.

### **Additional Research Is Still Needed**

Interest in the subject of color psychology is growing, but there remain a number of unanswered questions. How do color associations develop? How powerful is the influence of these associations on real-world behavior? Can color be used to increase worker productivity or workplace safety? What colors have an impact on consumer behavior? Do certain personality types prefer certain colors? As researchers continue to explore such questions, we may soon learn more about the impact that color has on human psychology.

"Many of these claims lack substantiation in terms of empirical support, exhibit fundamental flaws (such as causal oversimplification and subjective validation), and may include factoids presented as facts," O'Connor explains. "In addition, such claims often refer to outdated research without referring to current research findings."

## Colors and Its Significance

So, Experts have found that while color can have an influence on how we feel and act, these effects are subject to personal, cultural, and situational factors. More scientific research is needed to gain a better understanding of color psychology.

### CONCLUSION

**Color is non verbal form of communication.** Attention is captured subconsciously before people can consciously attend to something. The physiological and emotional effect of color in each person is influenced by several factors such as past experiences; culture, religion, natural environment, gender, race, and nationality. Color therapy or chromotherapy is one of the most ancient healing therapies that have been used in several parts of the world. When used right, it can help harness the energy of the sunlight to boost natural healing ability of the body, not only to cure diseases but also prevent them.

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