

# COLOR PSYCHOLOGY

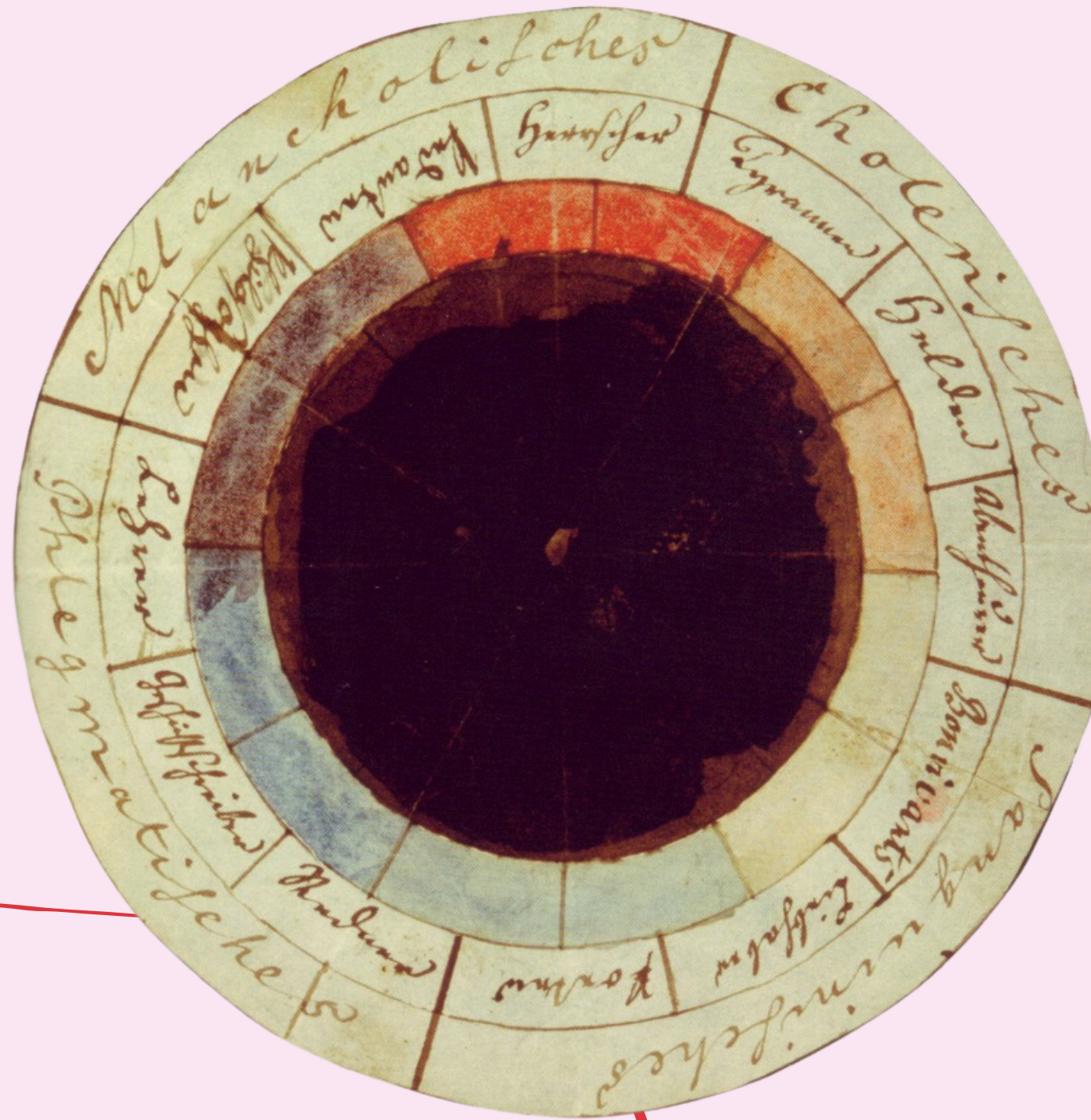
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# conclusion

- Meaning of color psychology
- History of color psychology
- Color psychology in marketing
- Color psychology as personality
- Color psychology as therapy

# WHAT IS THE COLOR PSYCHOLOGY?



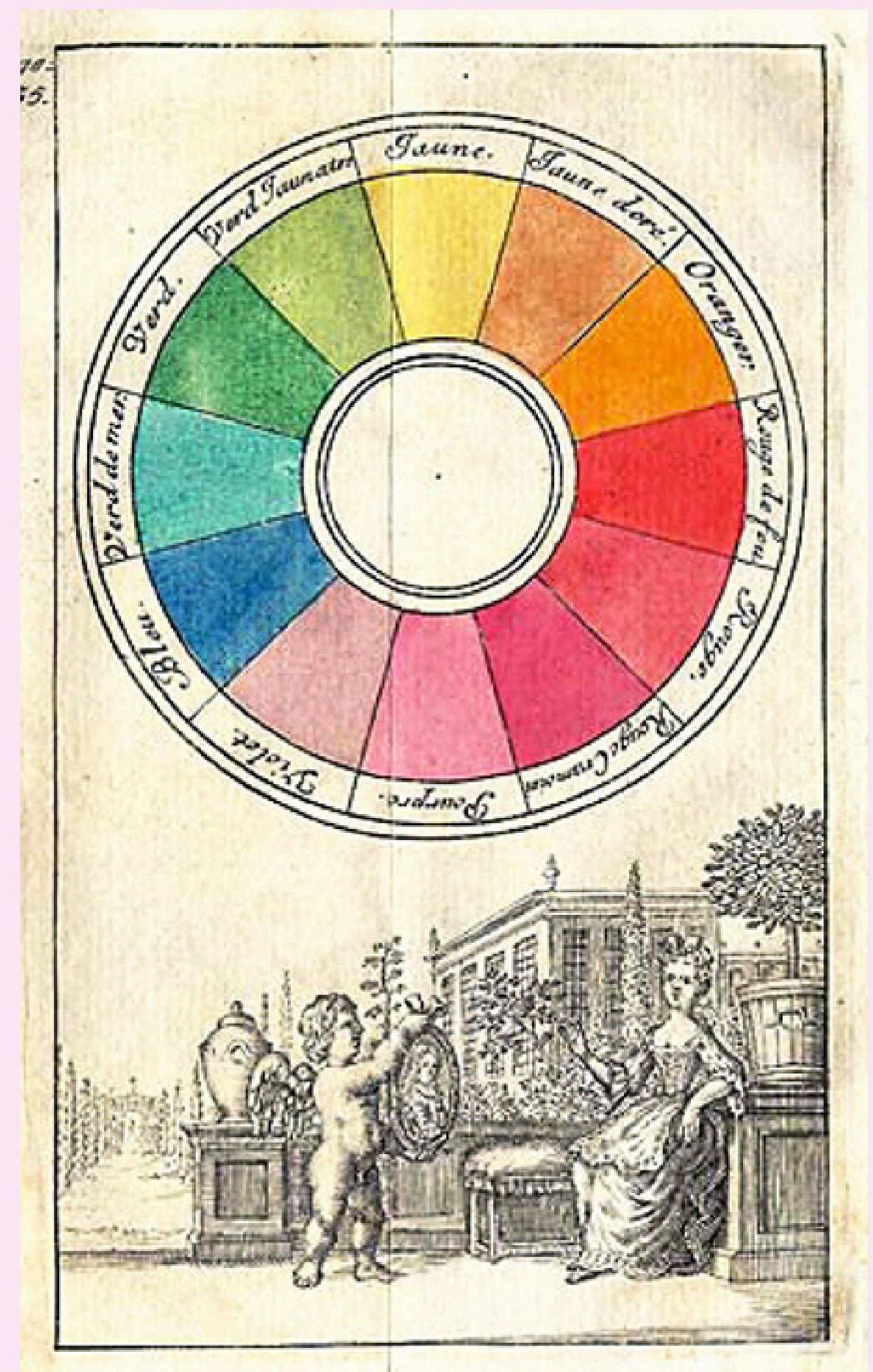
- Color psychology is the study of hues as a determinant of human behavior.
- Color is a powerful communication tool and can be used to



# HISTORY OF COLOR PSYCHOLOGY

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It's the color wheel. It was created in 1666 by Sir Isaac Newton and is used to organize colors when it's spun rapidly about its axis.

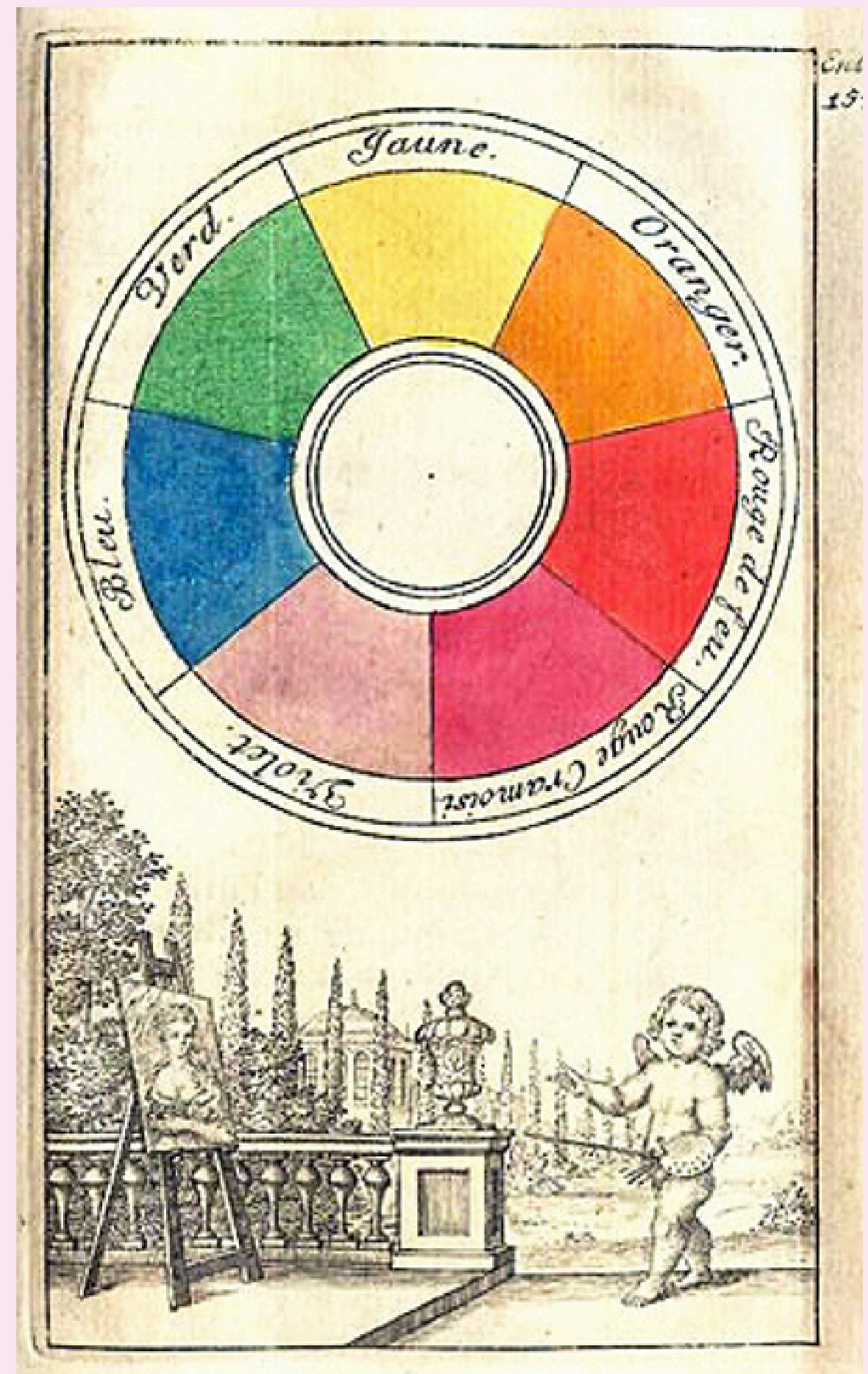




# COLOR WHEEL (NEWTON DISC)

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Designers and artists refer to the color wheel to this day to mix and match different colors in their work.





**Red**  
Energizes

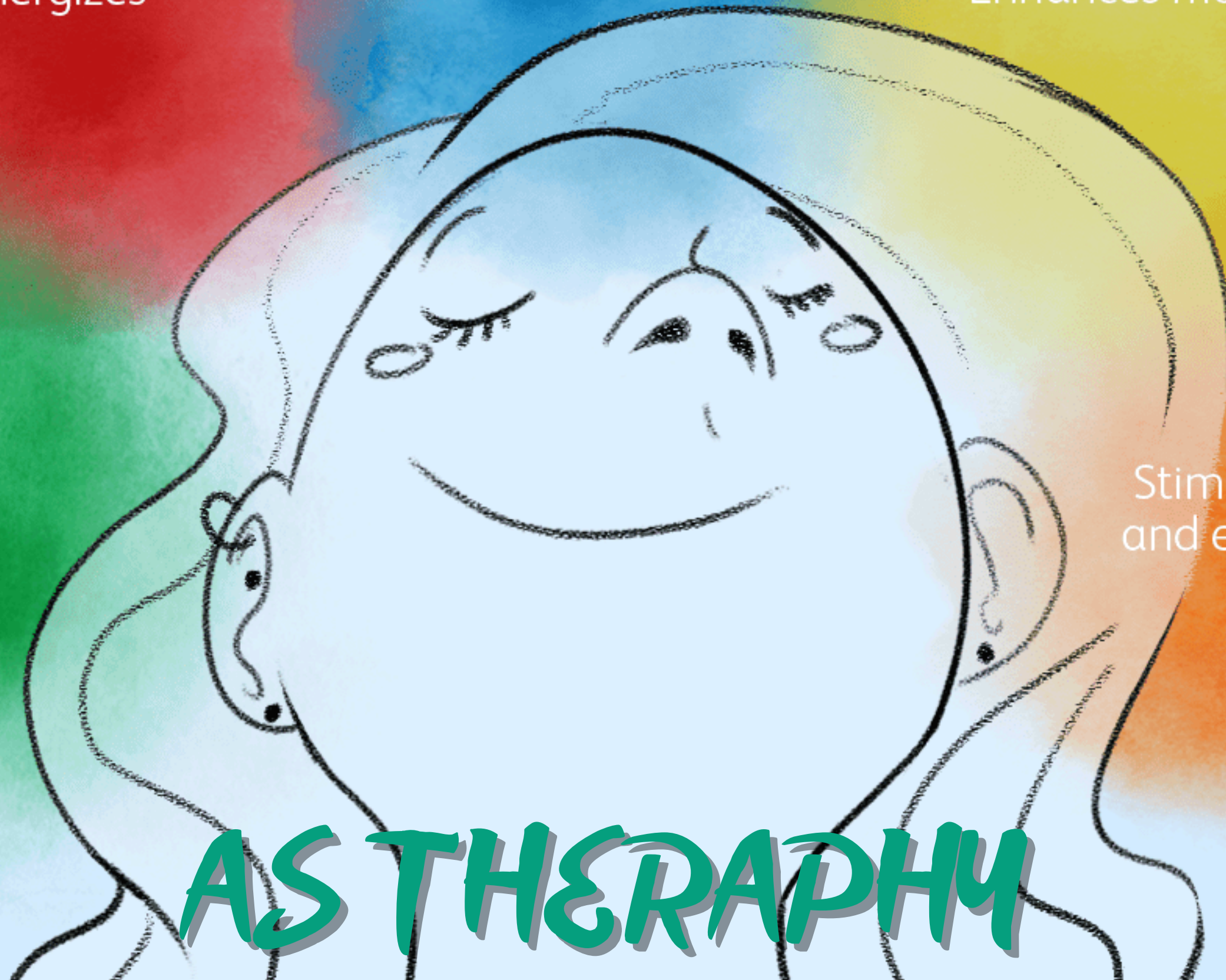
**Blue**  
Treats depression  
and pain

**Yellow**  
Enhances mood

**Green**  
Relaxes and  
eases stress

**Orange**  
Stimulates appetite  
and elicits happiness

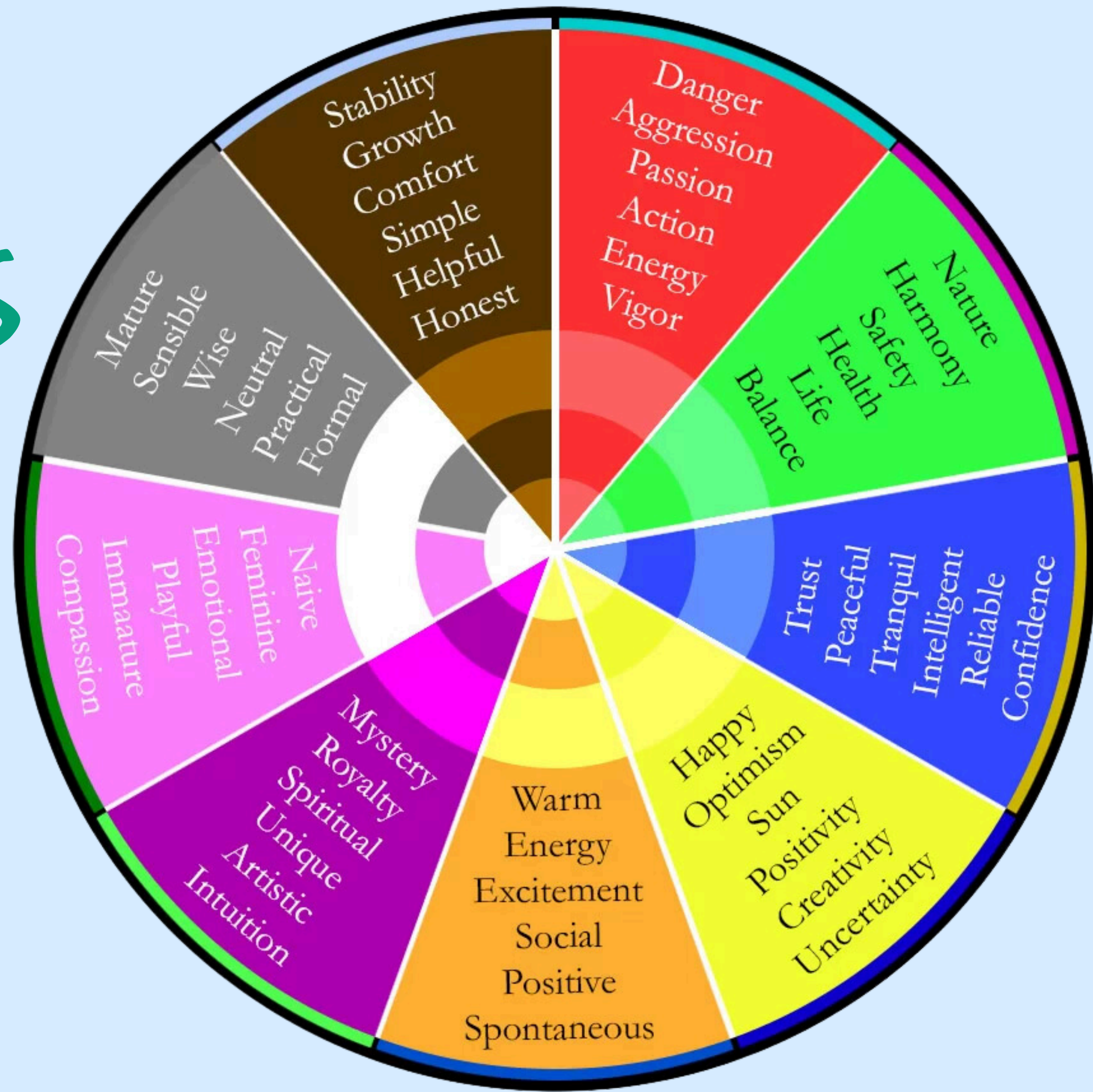
**AS THERAPY**





# COLOR PSYCHOLOGY AS PERSONALITY

For those of you who don't think you have a personality color, look at the clothes you wear and the way you choose to decorate your home or office. Are there one or more colors you consistently choose? Then these will be the colors that reflect your personality and your deepest needs.





# EMOTIONS ABOUT COLORS



# GREEN COLOR PSYCHOLOGY

Nature

Safety

Luck

Envy

Growth, renewal, relaxation, youth, organic, security.

# GREEN



## MEANING

The color green is also associated with money and generosity. However, be aware that green is also the color for some negative emotions, such as envy.

## MARKETING

Green is your go-to color if you want to evoke emotions connected to nature, growth, and health. It's a wonderful choice for brands that sell supplements or are related to fitness and health.



# PINK COLOR PSYCHOLOGY

HAPPY ANNIVER

Kindness

Romance

Nurturing

Calmness



Illusion, reverie, childhood, tender, delicacy, courtesy, eroticism, sweet, charm.

PINK

Barbie™

## MEANING

The Color Pink is generally considered a feminine color, but it depends on culture.

## MARKETING

Brighter versions have been used to market less expensive, trendy products to teens/tweens. While dusty pink shades tend to be used with an older market. When choosing pink for your branding, just be mindful of your audience and what the color may mean to them in particular.

# ORANGE COLOR PSYCHOLOGY





It transmits kindness, joy, innovation, energy and fun.

# ORANGE



## MEANING

Orange is used to heal the lungs and to increase energy levels.

## MARKETING

Orange is combines energy with friendliness and positivity. It's a very sociable and happy color, no wonder many famous brands use it in their logo across different industries from children's TV (Nickelodeon) to finances (Mastercard) and food and beverage brands (Fanta).

# YELLOW COLOR PSYCHOLOGY

Warmth

Brightness

Energy

Attention



Optimism, hospitality, tranquility,  
creativity, temporality.

YELLOW



## AS THERAPY

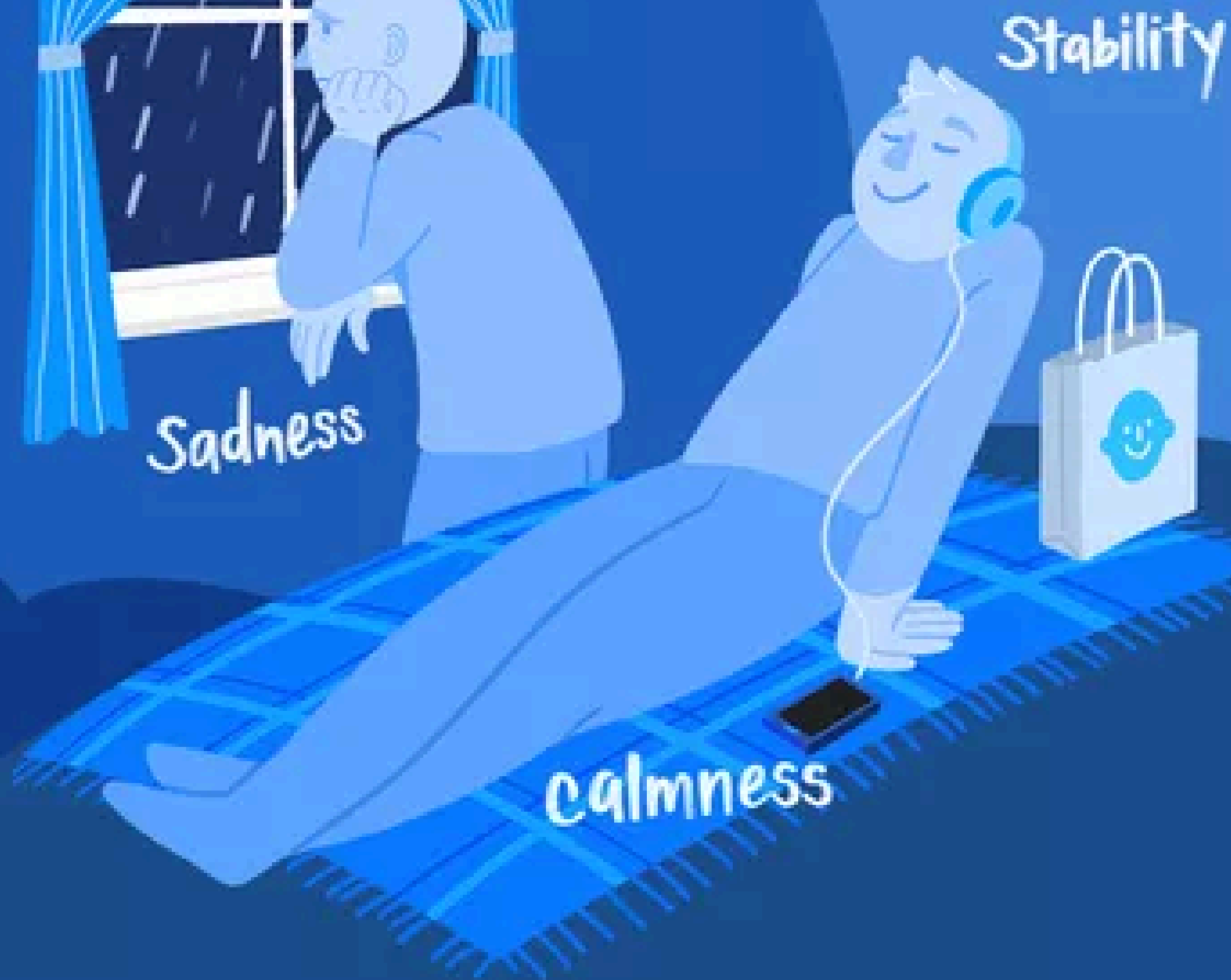
Yellow is thought to stimulate the nerves and purify the body.

## PERSONALITY

According to the experts, driving a yellow vehicle might mean that you are a happy person in general and perhaps a bit more willing than the average person to take risks.



# BLUE COLOR PSYCHOLOGY



Strength, cold / cool, calm serenity,  
rest, confidence, intelligence.

# BLUE



## AS THERAPY

Blue is believed to soothe illnesses and treat pain.

## PERSONALITY

People often describe blue as the color of stability and safety. Driving a blue car or SUV might indicate that you are dependable and trustworthy.

# RED COLOR PSYCHOLOGY

Love

Passion

Anger

Power

Love, warmth, courage, passion, power, spontaneous, anger and even danger.

RED

*Coca-Cola*

## AS THERAPY

Red is used to stimulate the body and mind and to increase circulation.

## PERSONALITY

Dreaming of a red vehicle? Red is a bold, attention-getting color, so preferring this type of car might mean you want to project an image of power, action, and confidence.

# WHITE COLOR PSYCHOLOGY

Emptiness

Peacefulness

Cleanliness

Innocence



It is the color of perfection and transmits luminosity. It is associated with innocence, goodness and purity.

# WHITE



## AS THERAPY

In terms of spaces and perception, spaces painted in white are perceived as larger and more spacious. Due to this effect, it is a suitable choice especially for hospital rooms.

## MARKETING

As you may have guessed already, the white color stands for innocence and cleanliness. It's often associated with something good and pure. It's also the color for new beginnings and idea creation.



# BROWN COLOR PSYCHOLOGY

Nature

Strength

Isolation

Security



Cozy, stable, comfortable, bitter,  
warm, ordinary, rustic.

# BROWN



## AS THERAPY

Brown is the color for comfort, reliability, and relaxation.

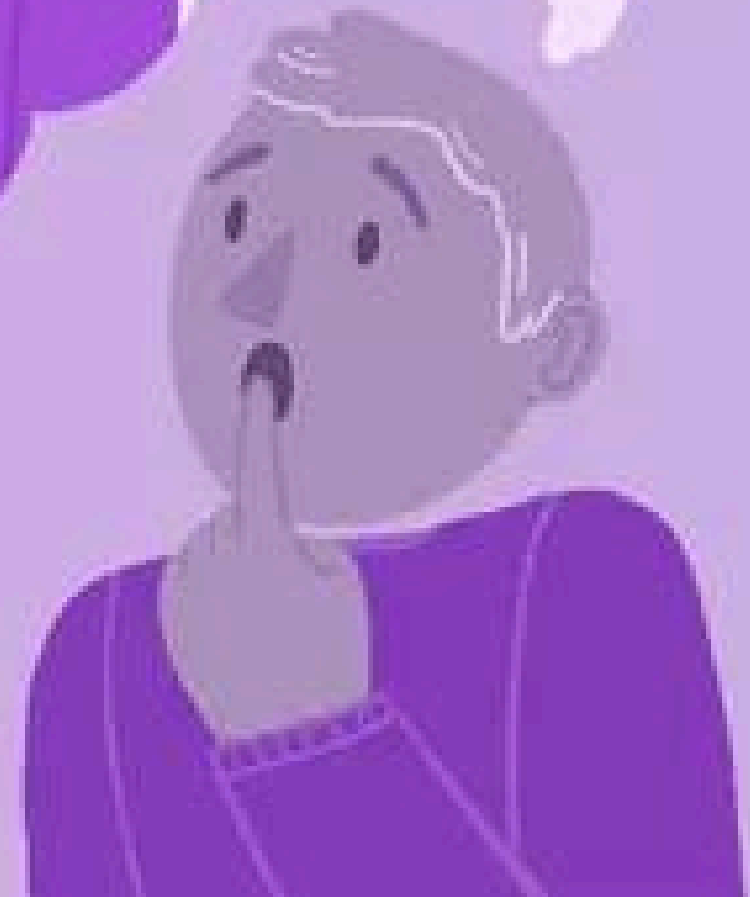
## MARKETING

It's very down-to-earth by its nature and works great for brands that sell natural products and the food industry. Brown is also associated with dependability and nurturing.

# PURPLE COLOR PSYCHOLOGY



Imagination



Mystery, sophistication, eternity,  
eccentricity, luxury, fashion,  
frivolous, exotic.

PURPLE

YAHOO!

## AS THERAPY

There's something about purple that connects it with the unknown and supernatural.

## MARKETING

It's a color that luxury brands commonly use. Purple symbolizes royalty and wealth. But be careful not to overuse it, or your branding may come across as arrogant.



Elegance, authority, sobriety,  
respect, strength.

# BLACK



## MARKETING

It's especially prevalent in the fashion industry. Think brands like Chanel or Prada. It's also common among retailers, such as Nike or Adidas.

## PERSONALITY

In color psychology, black is the color for sophistication, power, and elegance. , which might be the reason why black is feel fresh and clean. The color is often used to evoke a sense of youth and modernity.



# NUMBERS IN MARKETING

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Colors of Trust: blue (34%), white (21%), and green (12%)

Colors of Speed: red (76%)

Colors for Security: blue (28%), black (16%), green (12%)

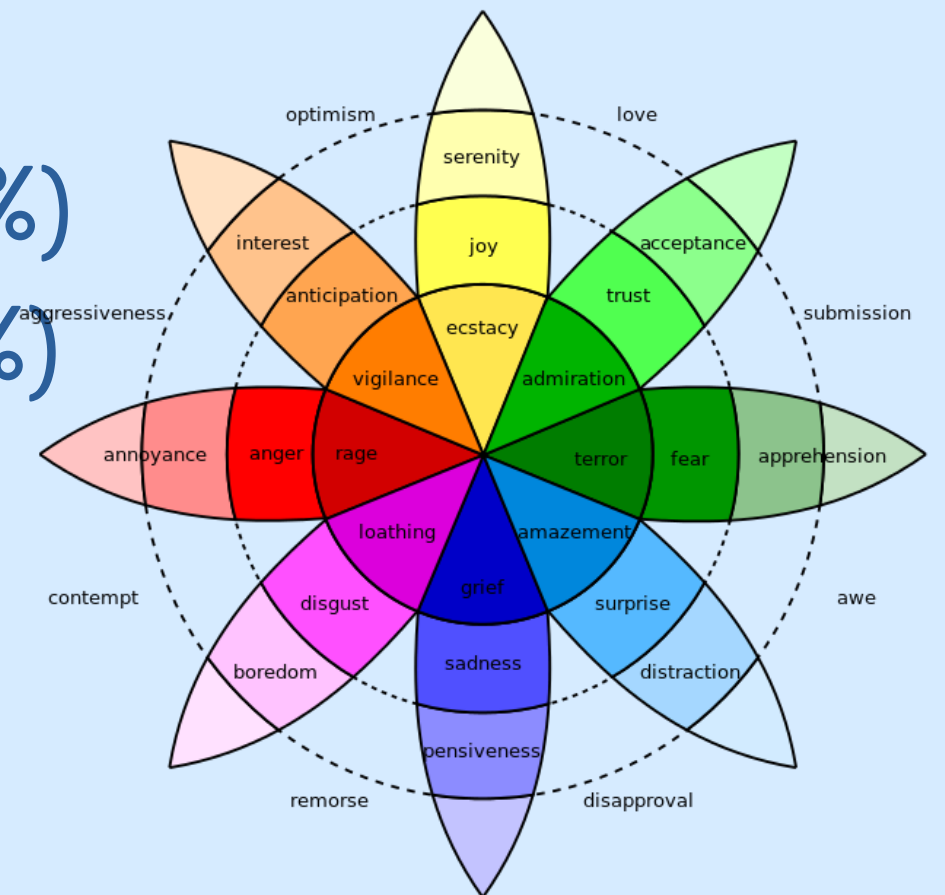
Colors of High Tech: black (26%) and blue and gray (23%)

Colors of Cheapness: orange (26%), yellow (22%), brown (13%)

Colors of High quality: black (43%) and blue (20%)

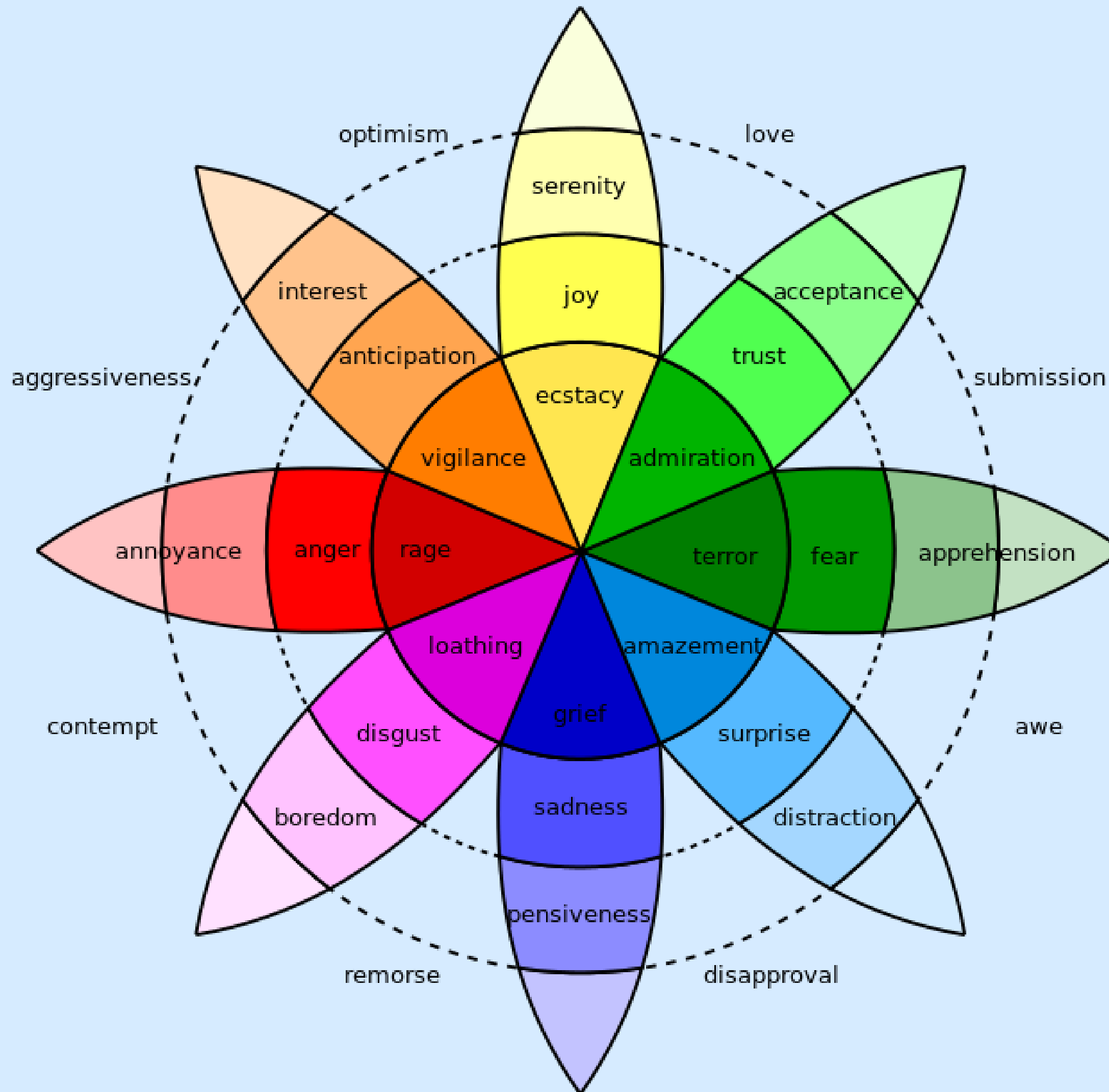
Colors of Fun: orange (28%), yellow (26%), and purple (17%)

Colors of Courage: purple (29%), red (28%), and blue (22%)



# What colors should you use in marketing?







# THANK YOU FOR YOUR ATTENTION



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