

C O L O R P S Y C H O L O G Y

and how it influences work behavior

FOUR PSYCHOLOGICAL PRIMARY COLORS

BLUE: Moves the mind.

RED: Affects the body.

YELLOW: Influences self-confidence.

GREEN: Impacts the balance between mind, body, & emotions.

BLUE

* brainstorming spaces *

- Calms
- Promotes a sense of trust, communication, & efficiency
- Helps lower heart rate & blood pressure

YELLOW

* high energy creative spaces *

- Induces a sense of optimism
- Stimulates & energizes
- Too much can lead to anxiety & increased tempers

ORANGE

* accenting other colors *

- Symbolizes endurance
- Boosts creative performance
- Generates enthusiasm

RED

* spaces with lots of physical activity *

- Boosts heart rate
- Increases brain wave activity
- Stimulates appetite

GREEN

* innovative spaces *

- Boosts creativity
- Inspires innovation
- Decreases anxiety
- Reduces eye strain

GRAY

* offsetting a brighter color *

- Psychologically neutral
- Generates a lack of confidence
- Emotes formality & sophistication

WHITE

* creative spaces *

- Creates a sense of spaciousness (especially when paired with natural light)
- Promotes creativity