

## THE PSYCHOLOGY OF COLOURS IN DESIGN

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**Abstract.** This article analyzes the psychology of colors, which is widely applied in fields, such as marketing and business, but it also has an important meaning in interior design, being thus the tool that gives shape to a room more than any other factor. Colours invoke a certain feeling, therefore we must be very careful about which ones we choose when we want to decorate a place where we spend a lot of time. Each colour embodies and on character inspired, for example yellow is associated with optimism and pleasure, red although it symbolizes the color of love, it can trigger anger, green with growth and life, blue expresses spirituality and white purity or tenderness. It is also important to know certain rules and techniques, like 60-30-10 rule, because the feelings we will experience depend on them too. Color psychology offers the chance to know, develop and monitor our subconscious, thus being able to control our own states. We can practically impose our own perceptions and thoughts to a certain extent.

**Keywords:** rules, techniques, interior design, color choice, perception.

### Introduction

Colors are a magnificent phenomenon. They appear everywhere and often influence our lives without us realizing it. In fact, we are only aware of about 20% of the decisions we make under the influence of colors, even though we do it all the time: we decide what to wear, what to eat, what to buy, and even how to relax [1]. Just imagine how we would manage without colors, even for a moment, to realize how important they are in our daily lives. When we focus on colors, we begin to understand what we feel. And when we start analyzing our emotions, we truly get to know ourselves.

Colors play with our emotions and often influence our reasoning, perception, and behavior. Throughout history, many prominent figures have recognized the importance of colors and their effects on the world: Aristotle developed a linear color system, Isaac Newton solved the mystery of the rainbow and created the color wheel, Hippocrates, and many others. So, in order to fully enjoy the impact of colors, we need to understand how they influence us mentally, physically, and emotionally.



Fig. 1

### Colour Psychology

Colour psychology is a science that deals with the influence of different shades on the mood, perception and human behaviour [2]. Each color makes us feel a certain way, for example:

**yellow** - happy, spontaneous, optimistic;

**orange** - energetic, enthusiastic, lively;

**red** - passionate, angry, dangerous, lucky;

**purple** - mysterious, royal;

**blue** - secure, relaxed, cold;

**green**- fresh, balanced, calm [3].

These color reactions can be influenced by cultural factors and personal experiences, but there are also general tendencies in color perception. It's interesting to explore how colors can affect our mood and discover how we can use this knowledge in our daily lives.

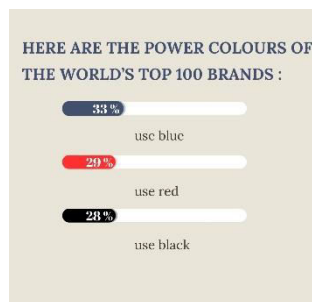


Fig. 2

### Colour psychology in graphic design

In graphic design, colors play a significant role in determining the impact of the final result. The goal is simple, to create a certain emotional relationship between man and the respective good, through colours. Designers and brand owners need to understand the basics of color theory, color symbolism and the psychology of color to communicate effectively their audience. Major companies such as BMW, NASA, or Ferrari, alongside well-developed marketing tactics, have extensively utilized color psychology. Red conveys power, speed, and stability. Blue signifies high-quality products, while details in other colors also represent the values of the companies. Moreover, these colours are also recognised to be the powerful colours of the world's top 100 brands.

Studies have shown that having a brand colour palette can significantly increase brand recognition. The number of them in a logo also plays a crucial role, as it can impact how the public perceives a product. Surprisingly, only 5% of companies use two or more colours, while the remaining 95% stick to one or two representative colours for their brand.

Colours also play an important role in typography and illustrations, especially in children's books, because colour is the main expressive element of the children's book. The illustrations need to be attractive, captivating, and age-appropriate.

### Colour psychology in fashion design

Colors play various roles in our everyday lives. That's why sometimes we're inclined to choose certain colors over others based on the context and our mood.

For example, if we work in an office environment, but without a specific dress code, we're more likely to avoid bright colors and opt for classic ones such as white, black, navy, or gray. By the simple fact that we are human beings, we are always looking for people and new adventures, and what indicates this better than bright colors.

Bright colors in fashion design can convey energy, joy, and enthusiasm. They can attract attention and add a touch of personality and originality to your outfit. For example, vibrant colors like red, yellow, or electric blue can express confidence and vitality, while pastel colors can create a more calm and delicate atmosphere. It's important to choose colors that align with your personality and mood, and to feel comfortable in them.

### Colour psychology in interior design

In the context of an office or workspace, using the color blue in interior design can create a calm and pleasant atmosphere, which can enhance concentration and productivity. Studies have shown that exposure to the color blue can stimulate brain activity associated with creative thinking and mental clarity, which can be beneficial in work environments.

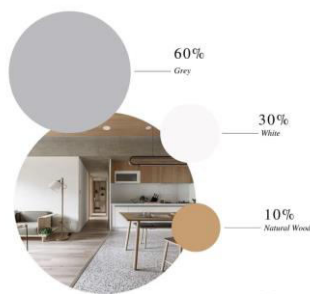
Therefore, integrating blue into the office layout can be an effective strategy for improving efficiency and employee well-being.

Restaurants use red and orange to stimulate appetite, while hospitals and spas often use blue and green to create a calming environment [4].

Other recommended colors with a strong impact are:

- White because it is a color that can create a spacious and bright atmosphere in a room. It can also be used to highlight other colors or design elements.
- Grey, which is an elegant and neutral color that gives a sophisticated and refined look to a space. It is suitable for different design styles.
- Yellow: It is a cheerful and energetic color that can add a touch of optimism and joy to a space. It is suitable for social areas or rooms where a bright atmosphere is desired
- Neutral colors;
- etc.

There is more to the neutral colour spectrum than gray, white and beige. In fact, between these basics lives a whole range of relaxed cream paint colors that are the crème de la crème of wall tints. A far cry from being bland or boring, neutrals are the unsung champions of the design world, providing a serene backdrop for bold accents or bestowing a minimalist, elegant aesthetic all on their own [5].



These are just a few examples, but it's important to choose colors that you like and that fit with your style and personality.

Beside colours, rules are the next important thing. For example, 60-30-10 rule, that say 60 is the dominant color in a color scheme, which should constitute 60% of the interior of a room; 30 represents the accent color, which should be present in 30% of the room's surface area and 10 is the secondary accent color, which should represent 10% of a room's surface area.

**Fig. 3**

### Conclusion

In conclusion, we are surrounded by colour all the time and we may not realize yet, but it is a magical tool that can transform our life [1].

Color psychology offers the chance to know, develop and monitor our subconsciousness, thus being able to control our own states. We can practically impose our own perceptions and thoughts to a certain extent. So, in order to fully enjoy the impact of colors, we need to understand how they influence us mentally, physically, and emotionally.

Colours impact us many different ways, so let's use this in our favour.

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