



PSYCHOLOGY OF COLORS

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Colors

In 1666, Isaac Newton discovered that if **pure white light** passed **through** the **prism**, it would decompose into **different colors**.

Newton also discovered that **combining lights** can create **different colors**.

For example, red light in combination with yellow light produces orange.

Effects of colors

Colors have properties that are able to create **special effects** on **humans**. Dyes can also enhance the effects of medications. For example, **red** or **orange** pills are commonly used as **stimulants**.

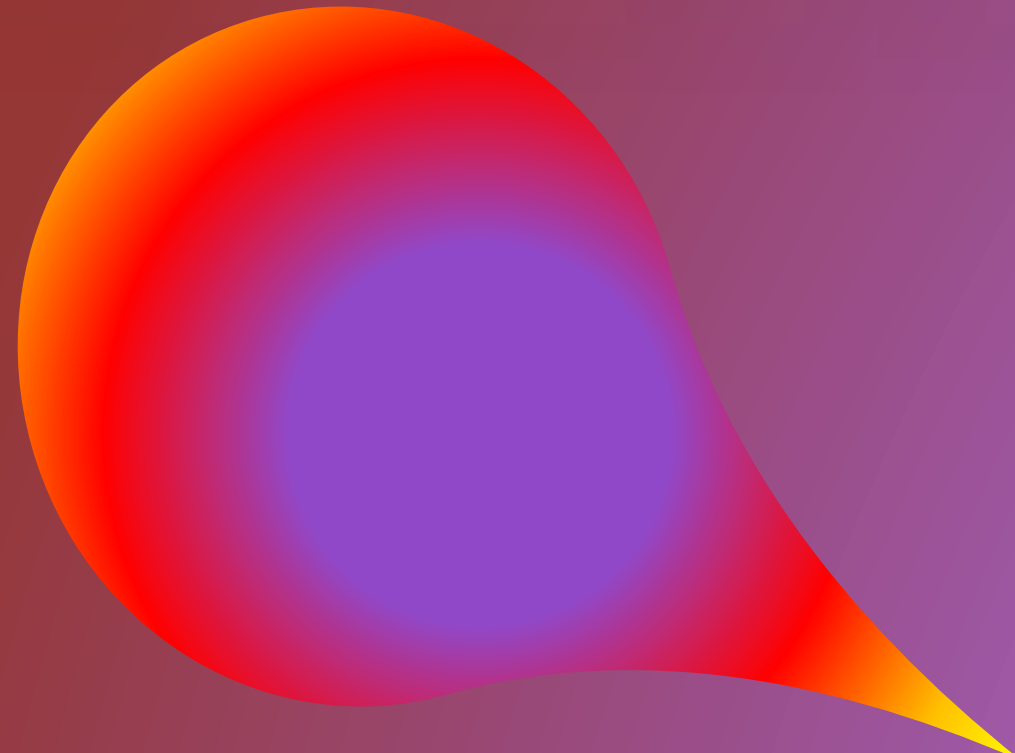
Of course, how **color affects** people may vary **depending** on their **age**, **gender** and **culture**.

Colors are wonderful

The reality of color and its effects can be seen in the presence of harmonious and harmonious combinations. In other cases, they create different and new states, which we try to identify with different examples of its different states.

A light gray square appears on a dark white background, and the same light gray appears on a **light black background**, and the blue square on the white background has darkness and depth, and the white background is lighter than the white background of the yellow square.

Types of colors



WARM

Primary colors or combinations such as red, orange, yellow, green, red-orange, yellow-orange (orange), purple-red are among the warm colors.

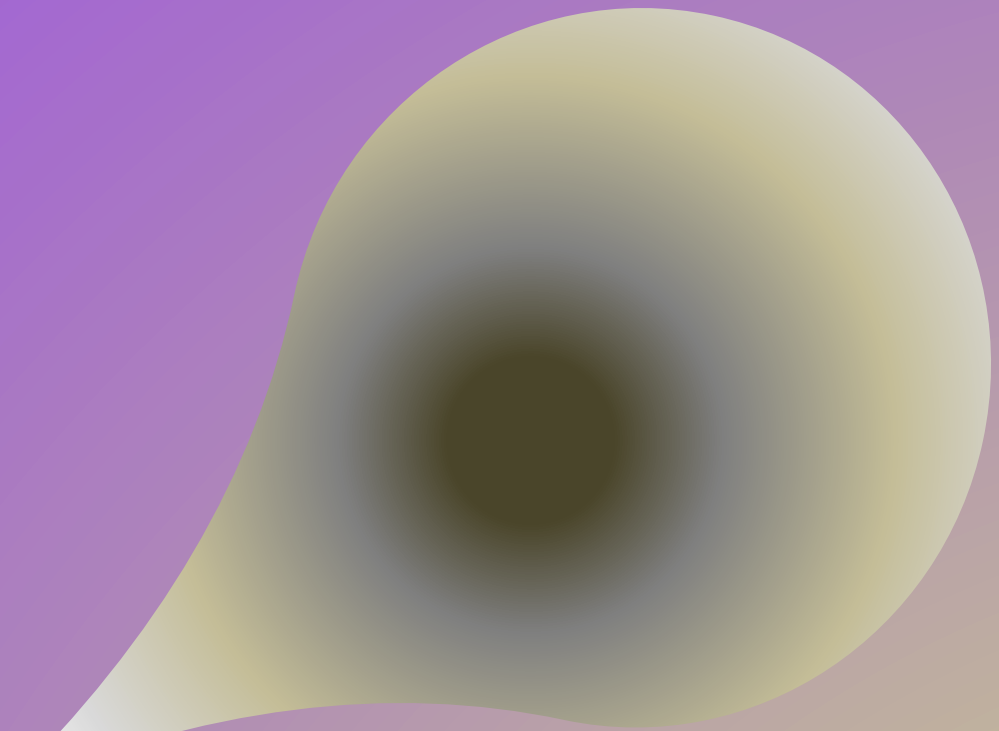
COOL

Cool colors contain combinations such as blue-green (cyan), bluish green, blue-purple, bluish-purple (blue-purple) and blue.



NEUTRAL

Cream and light gray colors that originate from black are also neutral colors. Many natural materials such as rocks, soil, earth, etc. are neutral colors.



Psychology of colors

WARM

Warm colors evoke freshness and comfort. Warm colors activate brain reactions and induce feelings of excitement, love, and sometimes anger and rage.

COOL

They are usually soothing, but sometimes they can make you feel sad and indifferent. In fact, cool colors create a feeling of satisfaction, calm and inactivity.

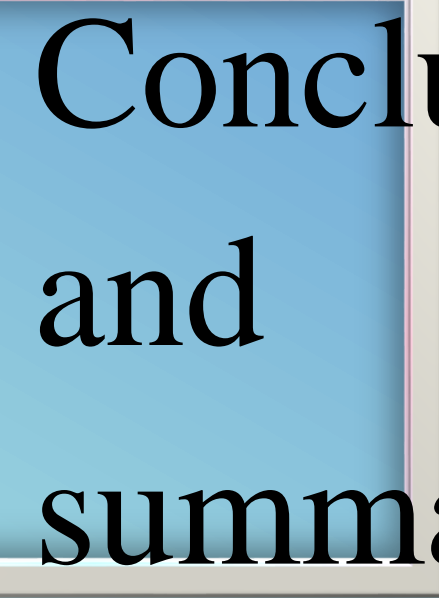
NEUTRAL

These colors are also soothing and gentle.

Results

There is a direct relationship between the color combinations that people create at their own will and taste, and the personality traits and mental colors of the individual.

Humans are very interested in the color combinations of their face and appearance, which can be called self-friendliness. On the other hand, there are colors that reflect the mental and personality colors of a person and show his mood.

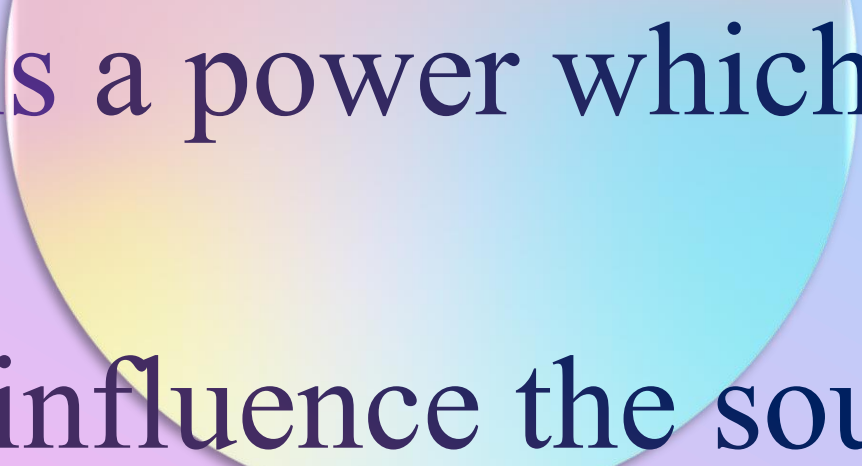


Conclusion and summary

In the end, we come to the conclusion that color has a great impact on people's lives, personalities and spirits, and paying attention to the colors that people create leads us to their spirits.

In general, a person is interested in colors and does not show an interesting reaction in a colorless environment.

In general, colors attract and attract human attention in all situations and times. Man tries to know its secrets and mysteries and apply them in his life and the source of inspiration is nature.



Color is a power which directly
influence the soul.

