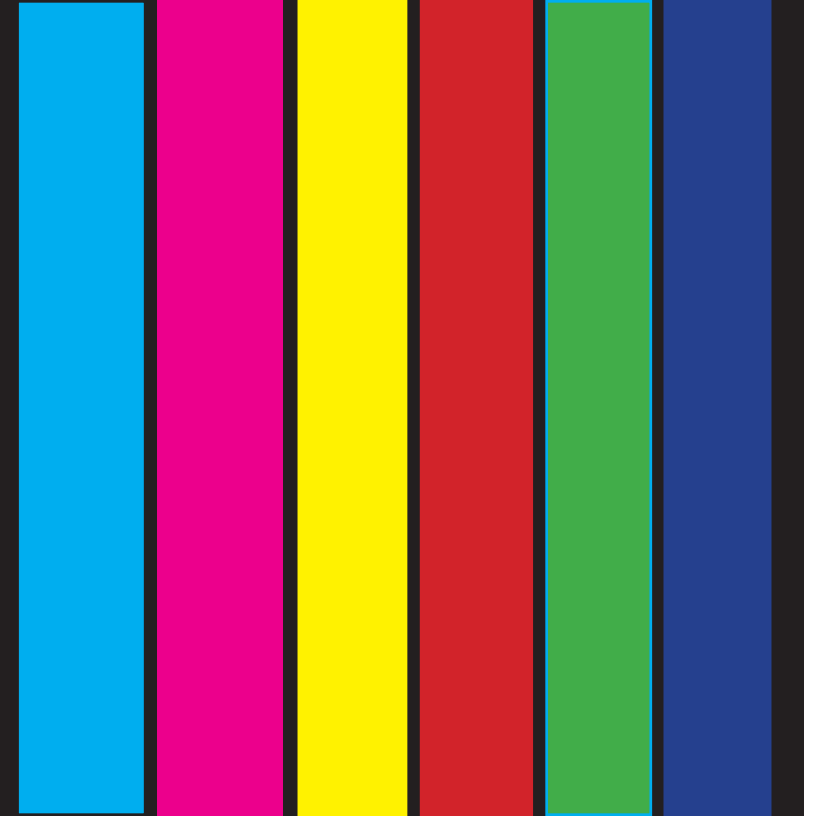


Bibliography

This booklet was an inspiration from the book "COLOUR" for professional communicators, written by Andre Jute. A book that is mainly about the principles of colours and their dynamics in our every day life.

What is colour?

Colour is the visual perception that humans have corresponding to the categories of yellow, red, blue and others. Colour is simply light of different wavelengths and frequencies and light is just one form of energy that we can actually see that is made up from photons. Colour is the stuff of emotion, even religion and magic. Not only society but every society on earth has a large part of its communication driven by colour.



Primary Colours

Primary colors are sets of colors that can be combined to make a useful range of colors. The primary colours are yellow, red and blue. They are primary because they cannot be made by mixing any other pigments.



"They'll sell you thousands of greens. Veronese green and emerald green and cadmium green and any sort of green you like; but that particular green, never." Pablo Picasso



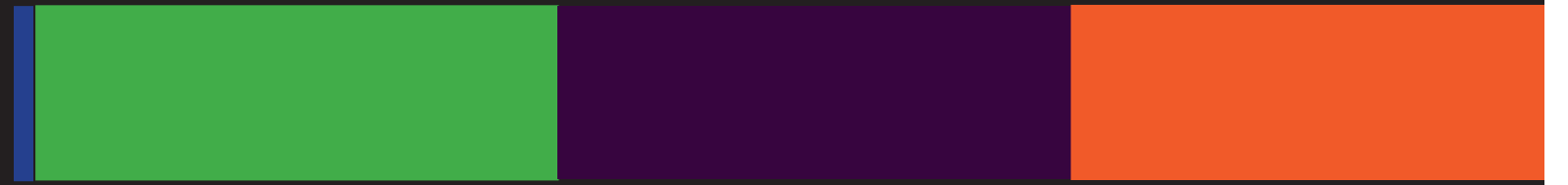
My favorite colour is green, and yours?

Secondary Colours

A secondary colour is made by mixing two primaries. Yellow and red produces orange. Red and blue produces purple. Blue and yellow produces green.

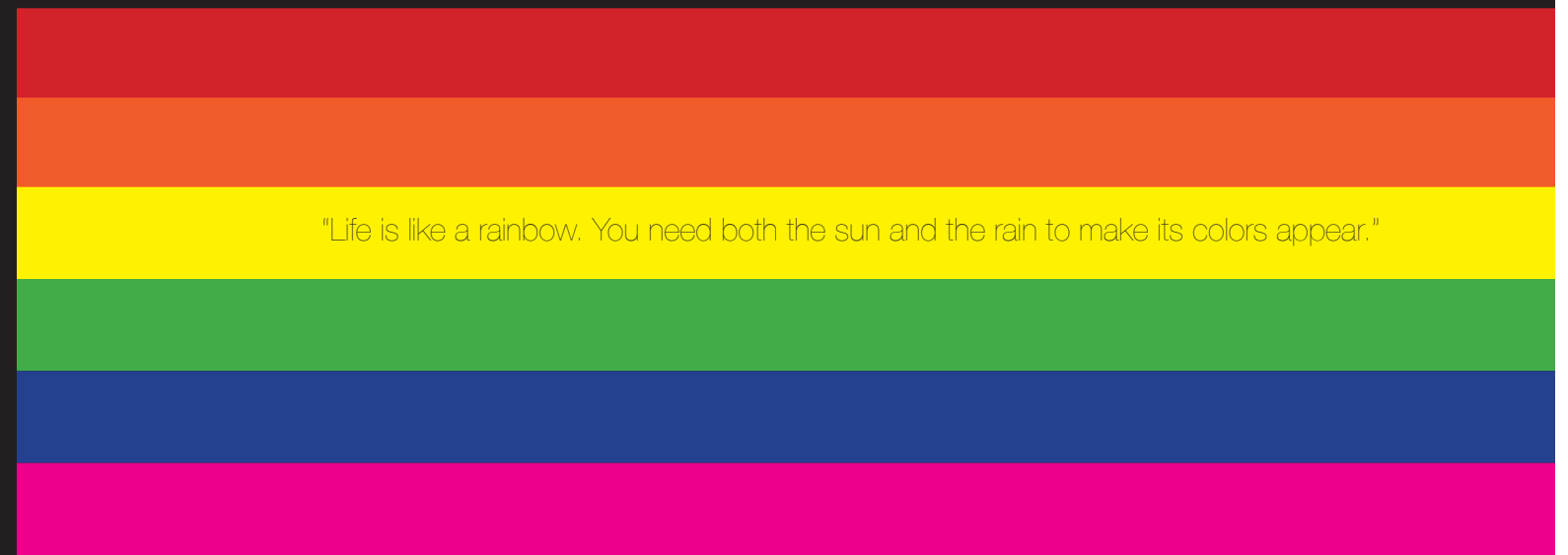


Green



Complementary Colours

Are pairs of colours that are of opposite hue in the colour wheel. The complementary colour of yellow is purple, the complementary of blue is orange and the complementary of red is green. If you draw a straight line with your eye from a primary colour to the opposite side that would be its complementary colour.



Symbolism of colours

Revolution, upheaval, fire, courage and zeal. Ferocity and fertility. Love, strength, energy. Evil and disaster.

Luscious flavours and flowers and fruits. Warmth love and happiness. Jupiter. Strength and endurance.

Sun, corn, hair wisdom, learning, art. Jealousy and betrayal. Cowardice, prejudice, persecution, happiness.

Environmental, soundness. Natural and healthy. Envy, jealousy, balance, marital fidelity. Water and Wood.

Sky, sea, infinity. Coolness, ice, authority, spirituality, heaven, eternity and faith. Loyalty, prudence and wisdom.

Humility, sorrow, nostalgia. Sensitive and tasteful. Wealth, extravagance. Rank and royalty. Costly.

Colour Wheel

Is an organization of color hues around a circle, showing relationships between colors considered to be primary colors, secondary colors, complementary colors, etc.



Psychology of colour

Firm
Constant
Proud
Seeks recognition
Resists Change
Asserts self-esteem

Impulsive
Great will to win
Competitive edge
Seeks excitement
Seeks rich
Craves action

Sensuous
Agreeable
Sociable
Seeks family security
Values home comfort
Seeks company

Insular
Uninvolved
Conceals true person-
ality
Unresponsive to out-
side influence

Calm
Ethical
Contented
Orderly
Values tradition
Needs emotional
harmony

Forward-looking
Seeks change
Focused on future
Desires happiness
Values the new, the
developing and the
modern

Impulsive
Gentle Surrender
Good compromiser
Seeks to charms and
delight
Wants to fascinate

Stubborn
Inflexible
Likely to revolt
Rejects fate
No trouble saying
"NO"