



Can color change your mood?

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The world is full of color; it's all around us wherever we go. Color psychology is a field of study about how colors impact us.

Color researchers try to answer questions like: Why do we tend to pick certain colors when we buy clothes? Why do we paint rooms in a particular color? How does color reflect our feelings and personalities?

Test your knowledge of color psychology with the short quiz below. Answer each question; then read on for the answers and more interesting information about colors.¹

Take the color quiz

1. **What's the most relaxing color?**
a. White b. Yellow c. Green
2. **What color grabs attention most easily?**
a. Black b. Red c. Orange
3. **What color is the most popular?**
a. Brown b. Blue c. Gray
4. **What are the most appetizing food colors?**
a. Red, green and brown
b. Blue, green and yellow
c. Red, white and blue
5. **What color suggests wealth?**
a. Red b. Purple c. Black
6. **What's the hardest color for the eye to take in?**
a. Orange b. Pink c. Yellow
7. **What color clothing makes someone seem genuine?**
a. Blue b. Brown c. Purple

Answers and color facts

The answer to question #1 is: green. Green reminds us of nature. It's refreshing and easy on our eyes. Have you heard of "green rooms" where TV guests and celebrities wait before going on camera? These green rooms help create a relaxing environment for waiting. Try noticing the colors in your doctor's waiting room.

The answer to question #2 is: red. People who drive red cars or wear red clothing get attention. Red is full of passion, energy and emotion. It can actually make you breathe faster and stimulate your heart to beat faster.

The answer to question #3 is: blue. Blue causes reactions that are just the opposite of red. Being the color of the sky and ocean, it calms and soothes. Studies show that many people work best in a blue room. Blue often stands for loyalty. It's considered a good color to wear when you want to make a positive impression at a job interview!

The answer to question #4 is: red, green and brown. Spoiled food may be blue, black or purple so we often avoid those colors in food—or at least view them as "suspect." Green, brown and red are the most popular food colors. Red can stimulate your appetite and is often used as a garnish in restaurants. Blue is the least appetizing food color.

The answer to question #5 is: purple. Purple is associated with royalty, luxury and wealth. It's a color that suggests sophistication. Purple was Cleopatra's favorite!

The answer to question #6 is: yellow. Yellow is an optimistic color yet it's hard on the eyes. While cheery, yellow can be overpowering if used too much in one place. Yellow improves concentration. That may explain why legal pads are yellow.

The answer to question #7 is: brown. Brown is another one of nature's colors. Brown sends a message of being solid and authentic.

These are just some of the characteristics of colors — there are many more. Color can play a major role in creating moods, feelings and even appetite. Pay attention to the colors you like to wear and surround yourself with. You may find it fascinating to see how color reflects you and others around you.

¹www.infoplease.com