

# Color Psychology

Faber Birren

Color Psychology And Color Therapy; A Factual Study Of The Influence of Color On Human Life Faber Birren,2016-03-28 A detailed study of the various sources and biological and emotional uses of color in all phases of human existence by a leading researcher in the field.

**Handbook of Color Psychology** Andrew J. Elliot,Mark D. Fairchild,Anna Franklin,2015-12-17 We perceive color everywhere and on everything that we encounter in daily life. Color science has progressed to the point where a great deal is known about the mechanics, evolution, and development of color vision, but less is known about the relation between color vision and psychology. However, color psychology is now a burgeoning, exciting area and this Handbook provides comprehensive coverage of emerging theory and research. Top scholars in the field provide rigorous overviews of work on color categorization, color symbolism and association, color preference, reciprocal relations between color perception and psychological functioning, and variations and deficiencies in color perception. The Handbook of Color Psychology seeks to facilitate cross-fertilization among researchers, both within and across disciplines and areas of research, and is an essential resource for anyone interested in color psychology in both theoretical and applied areas of study.

*Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effects of Color* Richard G. Lewis,2020-09-08 Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effect of ColorsThe book Color Psychology explains the different psychological effects that different colors have on the human mind. Color consultants believe that the colors used in the design of any object or environment (e.g. a website) can have a significant impact on the emotions and performance of people within that environment and that people respond, even at a psychological level, to colors. Based upon fundamentals in Color Psychology, with years of research by color psychologists, the characteristics of certain colors have been identified to cause an emotional response in people. This was done by studying the response from hundreds of thousands of test subjects around the world in order to isolate how certain colors make us feel. What You'll Learn: How Color Can Improve Your Bottom Line How Color Can Affect People's Emotions Which Colors Suit Your Target Market Which Are The Magic Colors Which Color makes Shoppers Spend More And Much, Much More... The effect that color has on human emotions can be profound. Researchers have studied the biological perception of color, the relationships between color and emotion, and how different colors can be used to affect mood and behavior in predictable ways. Although The Psychology of Color is a relatively new area of scientific research, ancient civilizations believed in the influence of color on humans; the ancient Chinese, Egyptians, and Indians believed in chromotherapy. The Future Use of The Psychology of Color...Case Study: With world-renowned Spanish chef, Ferran Adria, he focused on the color of the crockery. Guests sat down one side of a large table were given a pink strawberry dessert on a white plate. Down the other side of the table guests ate an identical dessert from a black plate. Those eating from the white plates rated the dessert as 10% sweeter than those who ate from the black plates. Subsequent experiments have shown that introducing a square or angular plate intensifies the difference, with roundness accentuating sweetness. Clearly contextual perception is a big opportunity. Johannes Le Coutre, a perception physiologist with Nestle. Who is This Book For? Anyone interested in the influence of color will get something from this book. However, primarily I wrote this book as a guide for all Internet Business People, Marketers and Entrepreneurs because I think it's essential that we all understand the psychological influence of color.Changing the colors on your sales page or website won't suddenly bring in millions of dollars but there is no doubt that a change of color may well result in a change of mood in the viewer; it's how you use that power that can determine your profitability. The challenge for you as an Internet Business Person, Marketers or Entrepreneur is to understand the theories of color and to use them in a profitable but professional and ethical way.People Who Read This Book: I was blown away by the information. Great book. Jonathan Smith, WealthCrave.com I can heartily recommend this Book. The book describes the emotional reactions that people may be expected to evince, based on considerable research by psychologists. David J. Linden, BizWebTX.com It's fascinating to see the way that certain institutions use these colors in order to influence people. George Cuthbert, TheCopywritingRevolution.com Know exactly what color combinations you will need to use on your site. Jeff Gibson, Mr. Affiliate. Good read, I recommend it. Kaan Bimplis (Neurophysicist & Licensed NLP Trainer) NLPistanbul.com NB: Color Psychology - color theory, color and design, and psychology of color and design.

**The Little Book of Colour** Karen Haller,2019-08-29 A SUNDAY TIMES DESIGN BOOK OF THE YEAR \_\_\_\_\_ The definitive guide for harnessing the power of colour to improve your happiness, wellbeing and confidence Wouldn't you like to boost your confidence simply by slipping on 'that' yellow jumper? Or when you get home after a stressful day, be instantly soothed by the restful green of your walls? The colours all around us hold an emotional energy. Applied Colour Psychology specialist, Karen Haller, explains the inherent power of colour; for example, looking closely at the colours we love or those we dislike can bring up deeply buried memories and with them powerful feelings. A revolutionary guide to boosting your wellbeing, The Little Book of Colour puts you firmly in the driver's seat and on the road to changing the colours in your world to revamp your mood and motivation. Illuminating the science, psychology and emotional significance of colour, with key assessments for finding your own true colour compatibility, this book will help you to rediscover meaning in everything you do through the joy of colour. Get ready to join the colour revolution, and change your life for the better.

Color Psychology and Color Therapy Faber Birren,2013-11 2013 Reprint of 1950 Edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. American writer Faber Birren devoted his life to color and it's effects on human life. After writing around 25 texts on the topic, it would be safe to say his work is considered highly among color experts and psychologists around the world. Birren's work has a strong focus on linking how humans perceive colors to how it makes them react. He writes, Good smelling colors are pink, lilac, orchid, cool green, aqua blue. Birren explores the work of several physicians, scientists and doctors, mainly the German psychoanalyst and physician Felix Deutsch, whose findings throw important light not only on medical practice with references to color but on the whole psychology of color. Birren states that if a person prefers warmer colors such as hues of red and oranges, they are likely to be more aware of their social environment. He labels these as warm color dominant subjects. On the other hand, those preferring cooler colours such as blues and greens, are categorized generally as cold color dominant subjects and are recognized as finding it challenging to adapt themselves to new environments and situations. By splitting people into separate categories, based on their color preferences, Birren finds himself able to establish a greater understanding of their personalities and characteristics. One experiment Birren explores in his text, courtesy of Kurt Goldstein, involves a subject standing before a black wall with his eyes shut and arms outstretched to touch the wall in front. When the subject is influenced by a warm color such as the color red, his arms deviate away from each other, whereas when under the influence of a cooler colour such as green or blue, even though the reaction is a subtle one, the subject will move his arms closer together. I find this experiment, simple as it is, to be fascinating in highlighting the strong effects colors have on our minds and bodies. As well as distinguishing the differences in peoples' character through his use of color psychology, Birren also touches on the effects colors can have on the mentally ill. This section was the most interesting and involved a series of complex experiments such as discovering which neurological disorders were linked to which colors. Courtesy of the work by Hans Huber, it was proven that patients suffering manic tendencies preferred the color red, a symbol of blood and anger. Hysterical patients were more sensitive to green, perhaps as an escape, the color linked to paranoid subjects was found to be brown and schizophrenics are sensitive to yellow. Birren states that persons troubled with nervous (neurotic) and mental (psychotic) disturbances are greatly affected by color and are responsive to it. Therefore color becomes much more significant to them, and affects them in a completely different way than those without such neurological disturbances. Chapter 12 Neurotics and Psychotics is the most compelling in the text as it relates to my dissertation topic. After struggling to find texts specific to my research subject, this text and its contents came as a welcomed discovery and I will be referring to Birren's work throughout my further research.

**Color Psychology in Treating Colour Blindness (Brain Mapping System)** Prof. N L Shraman,2020-04-30 Person with colour deficiency can recognize all colours and read Ishihara Book. They can pass medical examinations of various services like police, defence, airforce, army. navy etc. Color psychology in Treating Colour Blindness and increasing colour perception is more than just one-sentence explanations of what each color represents. It's true that specific colors can influence the choices of individuals. Color can affect the brain's emotion sensors in many ways. It can call attention, inspire emotions, give assurance or tap into nostalgia. But the psychology of color is not that simple. A sentence like "yellow represents creativity and happiness" is not exactly color psychology—it's a generalized association. In reality, "yellow" can have different connotations depending

on how it's used, what color it's placed next to and what tone of yellow it is. Yellow is not always happy and creative—sometimes, it's sickly and pale. The yellow in it is very strong—it catches your attention and makes you feel empowered. Combining this yellow with an image of a roaring lion makes an even stronger impact. To better understand why using the right colors is so important in content Treating Colour Blindness, it's best to first review the basics. Color psychology in Treating Colour Blindness is primarily based on how people feel about color, and that comes from how they experienced color as children and during the transition into adulthood.

**Psychology of Color** IntroBooks Team,2019-12-04 The emergence of color psychology as a subject is considered to be one of the newest branches in psychology. Color Psychology is defined as the science or the study of the effects that colors tend to have over the moods, behaviors or feelings of the people. Color psychology is used in various fields because of the effects that colors tend to have over different determinants of human behavior. Color Psychology is considered to be a part of modern psychology. Colors help in determining the various unclear perceptions. There is no direct relation between the perception and color however they greatly complement each other. Colors help in improvising the effectiveness of the placebos. Color Psychology is widely used in the field of marketing and branding. The big companies and business consider color as an important part of their marketing strategy due to the fact that the colors of their products, goods, and services highly affect the perceptions and emotions of their customers which as a result determines the purchase rates of the products, goods or services. Colors have been used for treating the illnesses of the people which is known as Chromotherapy. Colors also affect the performing ability of an individual. A relation exists between the color and the time. Hence, it can be said that the color psychology is used in diverse fields and constitutes an important part of our lives.

*Colour Psychology Nowadays How Color Can Affect People's Emotions* Allena Mauss,2021-03-08 We perceive color everywhere and in everything that we encounter in daily life. Color science has progressed to the point where a great deal is known about the mechanics, evolution, and development of color vision, but less is known about the relation between color vision and psychology. However, color psychology is now a burgeoning, exciting area and this Colour Psychology Nowadays Book provides comprehensive coverage of emerging theory and research. What You'll Learn in this Colour Psychology Nowadays Book: - How Color Can Improve Your Bottom Line - How Color Can Affect People's Emotions - Which Colors Suit Your Target Market - Which Are The Magic Colors - Which Color makes Shoppers Spend More - And Much, Much More... The effect that color has on human emotions can be profound. Researchers have studied the biological perception of color, the relationships between color and emotion, and how different colors can be used to affect mood and behavior in predictable ways.

*Colour Psychology Today* June McLeod,2016-12-09 Colour Psychology Today reveals new colour psychology information that comes from the author's pioneering research and studies on colour. The book discloses unique knowledge on how colour psychology impacts on the business world and the individual, borne out of the author's extensive work as a colour consultant and trainer that spans more than thirty years. Colour Psychology Today is unlike any other colour psychology book available. It is a 'must have' for colour enthusiasts, branding experts, marketeers, advertising execs, graphic designers, and anyone who would like to expand and develop the application of colour in their field of work.

*The Psychology of Color and Design* Deborah T. Sharpe,1975 To find more information about Rowman and Littlefield titles, please visit [www.rowmanlittlefield.com](http://www.rowmanlittlefield.com).

*The Basics of Color Psychology* Celia Elledge,2020-10-19 The psychology of color is widely used in the marketing and branding of big companies - colors can manipulate our perception, increase our awareness, tap into either our analytical or emotional sides of the brain, and even make us buy a product! Knowing these facts about all colors can be a powerful tool that can drive our productivity, motivation, or trigger deep relaxation. With this 53-pages ebook prepared by our editors, you can support us and have a better understanding of how you can manipulate the colors in your home environment or in your office to trigger certain emotional states.

**Color Psychology and Color Therapy** Faber Birren,2011

*Color Psychology And Color Therapy* Faber Birren,2013-11-04 American writer Faber Birren devoted his life to color and its effects on human life. After writing around 25 texts on the topic, it would be safe to say his work is considered highly among color experts and psychologists around the world. Birren's work has a strong focus on linking how humans perceive colors to how it makes them react. He writes, Good smelling colors are pink, lilac, orchid, cool green, aqua blue. Birren explores the work of several physicians, scientists and doctors, mainly the German psychoanalyst and physician Felix Deutsch, whose findings throw important light not only on medical practice with references to color but on the whole psychology of color. Birren states that if a person prefers warmer colors such as hues of red and oranges, they are likely to be more aware of their social environment. He labels these as warm color dominant subjects. On the other hand, those preferring cooler colors such as blues and greens, are categorized generally as cold color dominant subjects and are recognized as finding it challenging to adapt themselves to new environments and situations. By splitting people into separate categories, based on their color preferences, Birren finds himself able to establish a greater understanding of their personalities and characteristics. One experiment Birren explores in his text, courtesy of Kurt Goldstein, involves a subject standing before a black wall with his eyes shut and arms outstretched to touch the wall in front. When the subject is influenced by a warm color such as the color red, his arms deviate away from each other, whereas when under the influence of a cooler color such as green or blue, even though the reaction is a subtle one, the subject will move his arms closer together. I find this experiment, simple as it is, to be fascinating in highlighting the strong effects colors have on our minds and bodies. As well as distinguishing the differences in peoples' character through his use of color psychology, Birren also touches on the effects colors can have on the mentally ill. This section was the most interesting and involved a series of complex experiments such as discovering which neurological disorders were linked to which colors. Courtesy of the work by Hans Huber, it was proven that patients suffering manic tendencies preferred the color red, a symbol of blood and anger. Hysterical patients were more sensitive to green, perhaps as an escape, the color linked to paranoid subjects was found to be brown and schizophrenics are sensitive to yellow. Birren states that persons troubled with nervous (neurotic) and mental (psychotic) disturbances are greatly affected by color and are responsive to it. Therefore color becomes much more significant to them, and affects them in a completely different way than those without such neurological disturbances. Chapter 12 Neurotics and Psychotics is the most compelling in the text as it relates to my dissertation topic. After struggling to find texts specific to my research subject, this text and its contents came as a welcomed discovery and I will be referring to Birren's work throughout my further research.

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*The Beginner's Guide to Colour Psychology* Angela Wright,1998 Angela Wright explains exactly what colour is and how it works, discussing traditional ideas about its influence on behaviour and mood before going on to describe the discoveries she has made over the last twenty years. It shows you how to apply the theory of colour to yourself and your wardrobe, whatever your gender, race or colouring, and expands on applications in your home, your workplace and in commercial design. Personality types and their relationship with specific colours and tones are described fully. Quizzes and practical examples help you to work out your 'personal palette' and identify which colours are most supportive for you. The combination of practical advice and insight into the human condition is irresistible.

**Color Psychology. Meanings. Theory. Types of Colors** Ivan Stefanovic,2019-01-27 ➡ Learn the secrets of color psychology. And bring your color knowledge at Champions League level. This book contains everything you need to know about color psychology, color theory, meaning of colors, and color types. Welcome to a great resource for color psychology. In this book, color psychology is treated in much greater detail - with many other applications.Until now, most of the information was plagued with pseudoscience (Pure anecdotal knowledge). To correct these inaccuracies, I worked through 50 scientific studies on color. In the end, I found some interesting but credible results. Marketers, designers, salespeople or people who loves colors - here you will find a scientific reading with beautiful pictures that will bring your knowledge of colors to expert status. You will learn in this book, among other things: ✓ What meanings the colors have and why they have it. ✓ Which colors you should use to design your products or objects. ✓ Which colors are best for the particular audience? ✓ Which colors are more attractive. ✓ Tips & Tricks for Marketers, Designers, Salespeople, Entrepreneurs etc. For whom this book is nothing: ✗ People who are not interested in color design. ✗ People who see everything black and white. How can you read this book? \* With the free Kindle app, you can read this eBook even without Kindle Reader on your PC, smartphone or tablet. \* As paperback with over 60 pages (color print of course!). ★100% money back guarantee★ → If you are dissatisfied with the book, you can return it to amazon within 7 days and get back the full purchase price. → Your risk is zero! The best color in the world is the one that looks good on you. -Coco Chanel-

**Colors and Their Character** Benjamin Jan Kouwer,2013-06-29  
*Full Spectrum* Adam Rogers,2021 A lively account of our age-old quest for brighter colors, which changed the way we see the world, from the best-selling author of Proof: The Science of Booze From kelly green to millennial pink, our world is graced with a richness of colors. But our human-made colors haven't always matched nature's kaleidoscopic array. To reach those brightest heights required millennia of remarkable innovation and a fascinating exchange of ideas between science and craft that's allowed for the most luminous manifestations of our built and adorned world. In Full Spectrum, Rogers takes us on that globe-trotting journey, tracing an arc from the earliest humans to our digitized, synthesized present and future. We meet our ancestors mashing charcoal in caves, Silk Road merchants competing for the best ceramics, and textile artists cracking the centuries-old mystery of how colors mix, before shooting to the modern era for high-stakes corporate espionage and the digital revolution that's rewriting the rules of color forever. In prose as vibrant as its subject, Rogers opens the door to Oz, sharing the liveliest events of an expansive human quest--to make a brighter, more beautiful world--and along the way, proving why he's one of the best science writers around.\* \*National Geographic

The Luscher Color Test Max Lüscher,1990-09-15

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Color Psychology Introduction

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