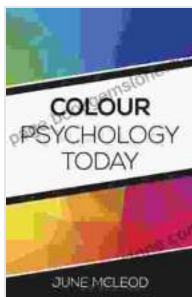


Colour Psychology Today: Exploring the Hidden Power of Colours by June McLeod

Colour is an integral part of our lives. It surrounds us everywhere we go, from the clothes we wear to the food we eat to the natural world that we inhabit. But what many people don't realize is that colours have a profound impact on our psychology and well-being.



Colour Psychology Today by June McLeod

★★★★☆ 4.3 out of 5

Language	: English
File size	: 1498 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 356 pages



June McLeod, a leading expert in colour psychology, has spent decades studying the effects of colours on human behaviour. In her book, "Colour Psychology Today", she shares her insights into how colours influence our emotions, moods, and even our physical health.

The Basic Principles of Colour Psychology

According to McLeod, there are three basic principles of colour psychology:

1. ****Colours can evoke emotions.**** Different colours have been shown to elicit different emotions in people. For example, red is often associated

with passion and excitement, while blue is known for its calming and relaxing effects.

2. **Colours can affect our behaviour.** Colours can influence our behaviour in a variety of ways. For example, studies have shown that people who are exposed to red light are more likely to take risks, while those who are exposed to blue light are more likely to be cooperative.
3. **Colours can be used to create specific effects.** Colours can be used intentionally to create specific effects in people. For example, warm colours like red and orange can be used to create a sense of excitement and energy, while cool colours like blue and green can be used to create a sense of calm and relaxation.

The Meaning of Different Colours

Each colour has its own unique meaning and symbolism. Some of the most common colours and their meanings include:

- **Red:** Red is the colour of passion, excitement, and danger. It can also be associated with love, anger, and aggression.
- **Orange:** Orange is the colour of joy, optimism, and creativity. It can also be associated with warmth, energy, and enthusiasm.
- **Yellow:** Yellow is the colour of happiness, hope, and intelligence. It can also be associated with optimism, confidence, and cheerfulness.
- **Green:** Green is the colour of nature, growth, and renewal. It can also be associated with peace, harmony, and balance.
- **Blue:** Blue is the colour of the sky and the sea. It can be associated with peace, tranquility, and serenity.

- **Indigo:** Indigo is the colour of intuition, wisdom, and spirituality. It can also be associated with mystery, depth, and creativity.
- **Violet:** Violet is the colour of royalty, luxury, and extravagance. It can also be associated with spirituality, mysticism, and transformation.

Colour Psychology in Everyday Life

Colour psychology can be used in a variety of everyday situations to create specific effects. For example, you can use colour to:

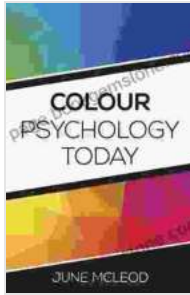
- **Improve your mood.** Surround yourself with colours that make you feel happy and energized.
- **Boost your productivity.** Use colours in your workspace that promote creativity and focus.
- **Create a more relaxing home.** Use colours in your home that create a sense of peace and tranquility.
- **Sell more products.** Use colours in your marketing materials that appeal to your target audience.
- **Improve your health.** Certain colours have been shown to have therapeutic effects. For example, blue light has been shown to lower blood pressure and promote relaxation.

Colour is a powerful force that can have a significant impact on our lives. By understanding the principles of colour psychology, you can harness the power of colours to create positive changes in your life.

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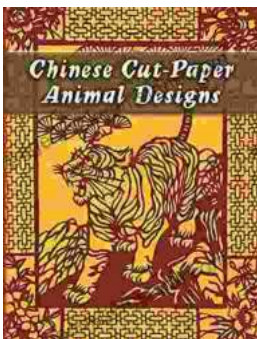


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