

The Power of Colour

Colours are used to convey specific emotions in publications. Always make a conscious decision regarding colour. The chart below offers you some simple guidelines to follow.

Colour	Means	Use	Too much of
RED	energy, vitality, power, vital, passionate, courageous, aggressive, impulsive	Known to escalate the body's metabolism with vibrance and passion, overcome depression	Increases anxiety, agitation, stress
ORANGE	energy	Has a gentle warming effect, increases immunity, potency	Increases anxiety
YELLOW	intellect, cheering, warm, caution, innovative	Helps mental stimulation, Clears a foggy head	Causes exhaustion, too much mental activity
GREEN	balance inexperienced, wealthy, jealous, moderate, balanced, traditional	Good for tired nerves, will balance emotions, refreshes the spirit, encourages us to feel compassion	Creates negative energy
BLUE	truth, serenity, harmony, loyal, sincere, responsible	Soothes the mind	Depressing and sorrowful
INDIGO	truth	Allows a clearer path for the conscious to the spiritual self	Headache
PURPLE	serenity	Good for mental and nervous problems	Negative thoughts
LAVENDER	equilibrium	Helps with spiritual healing	Tired and disoriented
WHITE	purity, innocent, optimistic	Purify mind on the highest levels	-
SILVER	peace, persitence	Removes diseases	-
GOLD	strength	Strengthens the body and spirit	Too strong for many people
BLACK	silence, elegant, powerful	Silence and peace	Aloof, intimidating
GREY	stability	Inspires creativity and symbolises success	-