

Blue Psychology

#00697C

Teal - Positive, serene, cool, tasteful, sophisticated, confident

#6DB1C3

Sky Blue - Positive, calming, cool, heavenly, constant, faithful, true, dependable, restful, content, tranquil, reassuring, trusting, serene, open, infinity, transcendent, distance

#98C1E7

Light Blue - Positive, calm, quiet, patient, peaceful, cool, water, clean

#8591C8

Periwinkle - Positive: Genial, lively, spritely, cordial

#0271B6

Bright Blue - Positive: Electric, energy, brisk, vibrant, flags, stirring, impressive, aquatic, high spirits, exhilarating

#1E2B6D

Deep Blue - Positive: Credible, authoritative, basic, conservative, classic, strong, reliable, traditional, uniforms, service, nautical, loyal, confident, professional, thought-provoking, introspective, clarify thoughts. Negative: aloof, distant, melancholy

Wearing Blue

- Wear dark blue to appear authoritative in knowledge.
- wear light blue when wanting to appear approachable
- avoid dark blue during collaborative working and team bonding sessions
- turquoise when you want to be open to communicating and sharing ideas
- avoid dark blue when collaborating and team-bonding sessions, you don't want to appear aloof or cold in these sessions.

Culture Difference

Western Culture - Depression/ Trust/ Calm

Eastern Culture - Feminine, Healing, Relaxation

Indian Culture - Sports, Strength

Middle Eastern - Mourning, Heaven, Spirituality

Deep Sapphire

Western / America - Blue means freedom, healing, intelligence, loyalty, rationality, unhappiness, cold

Japanese - Blue means cold, freedom, life, money, loyalty, peace, rationality

Hindu- Blue means art, creativity, Gods

Native American - blue means cold, intuition, unhappiness, trouble

Eastern European - blue means loyalty, virtue, wisdom

South American - blue means trouble


African - Blue Means Love/Peace



The colour blue causes the brain to release relaxing hormones.

TRHEPSYCHMIND.COM

Psychology of Blue Cont.



https://www.verywellmind.com/the-color-of-#

How the Color Blue Impacts Moods, Feelings, and Behaviors

- Blue is described as a favourite colour by many - most preferred by men.
- Blue is perceived as a non-threatening colour - can seem conservative and traditional.
- Blue can also create feelings of sadness and aloofness - think of Picasso's 'blue period' paintings.
- Blue is often used in offices because people are more productive in blue rooms.
- Blue is one of the least appetizing colours - weight plans sometimes even recommend eating food off a blue plate.

Does time change meaning?

Blue used to be a feminine colour suited for girls, whereas nowadays many people perceive blue as a masculine colour more suited for boys. This changed during the baby boom after World War II as a marketing scheme - manufacturers could sell more clothes if some were for boys only and some were for girls only.

Blue was given to Mary by the catholic church, as she stood for innocence and trustworthiness. Overtime, this colour was used by more and more authorities, so people began to associate it with this idea of authority. Different shades needed to be developed in order to convey the colours original peaceful meaning.



https://www.dunnedwards.com/colors/psdc

The Color Blue: History, Science, Facts | Dunn Edwards Paints

Blue is the color of the sky, large bodies of water, probably more than one wall in your office, and perhaps even a number of your outfits. This ever-so-popular color has not always been so common. In fact, much of the science and history of blue might surprise you.

Blue - Sleep Psychology

"Most experts agree that shades of blue are the best for relaxation. One study found that participants in a blue room were more likely to have brain wave characteristics of a drowsy or sleepy state."

https://onlinelibrary.wiley.com/doi/10.1002/col.20476

"Some researchers believe the colour blue may lower blood pressure, promoting relaxation that is conducive to sleep."

https://pubmed.ncbi.nlm.nih.gov/30966967/

"A Travelodge survey found that sleepers with colour blue in their bedroom received nearly eight hours of sleep each night, more than people with any other colour scheme."

https://www.travelodge.co.uk/press-centre/press-releases/SECRET-GOOD-NIGHTS-SLUMBER-SLEEP-BLUE-BEDROOM

"It is not clear why blue has this effect, but it could be because blue is commonly found in nature - reflecting scenes of blue skies or calm waters."


Article - <https://www.sleep.org/best-colors-for-sleep/>

Blue in Design:

https://9designs.co.uk/blog/tips/color-meanings-and-the-art-of-using-color-symbolism

Using Blue in design can signify a variety of things for your business. Blue is the most popular colour in the world, and because of this people can be influenced to like and trust your brand. Hence, it's the go-to colour for trusted corporate institutions.

For example - intel, visa, PayPal, LinkedIn, Facebook, twitter etc. These are all companies that rely on their buyers/users trust.



ROYAL BLUE

THE COLOR OF EMPATHY AND RESPONSIBILITY. ROYAL BLUE IS HONORED AND HIGHERLY REVERED. IT'S ALSO REASSURING, ACCEPTING, AND KINDHEARTED. THESE ATTRIBUTES MAKE ROYAL BLUE A FAVORITE BY THE SAME BREATH IT CAN BE DOMINEERING AND EGOY. WITH ROYAL BLUE, YOU GET THE GOOD WITH THE BAD.

*ROYAL BLUE - A DEEP, VIVID REDDISH/PURPLISH BLUE

SIMBOLIZES: Dependence, Authority, Responsibility

EFFECTS: Reassuring, Accepting, Kindhearted

POSITIVE: Calmness, Reassuring, Dependence

NEGATIVE: Ego, Domineering, Authority

#000080 #1E90FF #000080 #000080

Religion Difference

Christianity - Water, heaven, holy service

Judaism - Divinity, Height, Depth, Equilibrium

Buddhism - Kindness, Peace, Compassion, Harmony

Islam - Protection (often most used in architecture)

BLUE COLOR PSYCHOLOGY



BLUE

COLOR MANTRA AND AFFIRMATION

I SPEAK - It brings the pleasure to express myself with ease & clarity.

ELEMENT: DriedAlgae

FOCUS: Communication

BODY SENSE: Thirsting

PSYCHOLOGICAL SYSTEM: Respiratory

CHAKRA LOCATION: Throat/Base of the neck

COLORS ARE CREATED BY LIGHT VIBRATIONS AT PRECISE WAVELENGTHS

PHYSICAL ACTION: Communication

EMOTIONAL ACTION: Independence

MENTAL ACTION: Fluid thoughts

SPIRITUAL ACTION: Security

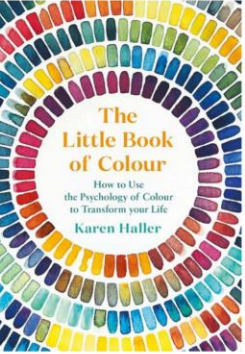
KEY ISSUES: Self-expression, communication and wit

YOUR NEED: To get your message, idea, resources

HIGHER ASPECT: Expression

Blue is soothing and relaxing. It's quieting to our energies. It can be used to provide intuition, artistic expression and inspiration.

Little Book Of Colour



How to Use the Psychology of Colour to Transform your Life

Karen Haller

World Colour Symbolism:

- In Japan, blue means fidelity, and is a colour for good luck.
- in the west, blue is associated with sadness - hence the phrase 'feeling Blue'
- in Hinduism, blue is colour of Krishna and represents love / divine joy.

blue psychology:

- Blue is a psychological primary colour and affects us mentally.
- blue is favourite colour, probably because we are surrounded by it (sky and ocean)
- lighter tones are associated with calm, serenity and reflection.
- positive attributes: logic, clarity of thought

negative blue psychology:



- too much blue, or the wrong tone, can make you feel / feel aloof, cold and uncaring.
- blue food makes us think poisonous and unsafe
- blue sweets can be seen marketed as taking a risk, daring us to try it (they need to be marketed carefully)

Wellbeing of blue:

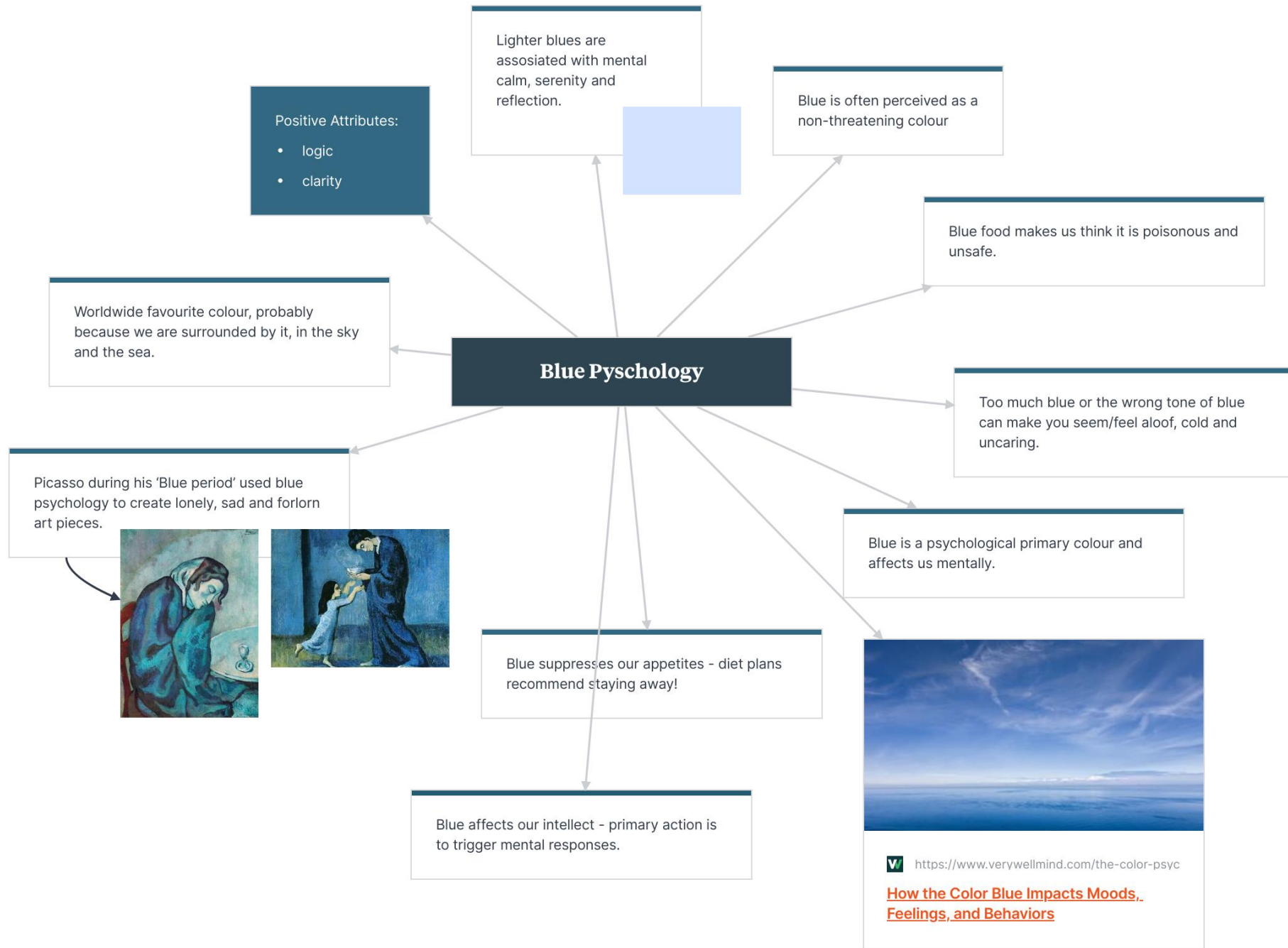
lighter colours are more soothing, darker shades are more stimulating.

Blue in the Home

- turquoise in bathrooms, to help wake up mind/body and energise you.
- put light blue in bedroom to help you relax and be ready to sleep
- put light blue in a study if it's a creative thinking space, but dark blue if you're looking for more encouragement to stay focused and concentrate.
- avoid putting blue in spaces that already feel cold
- avoid putting blue in kitchens/dining areas as blue can suppress the appetite.

* these two rooms have two very different feelings/ psychological responses, the top one encourages relaxation and sleep, whereas the bottom one encourages productivity and focus. Demonstrates how different shades can cause different psychological responses and needs to be properly thought about when designing interior spaces, dressing yourself, and designing any product that includes the colour blue.



How Blue has Changed Overtime

White Gowns

Babies initially wore white gowns, these were easier to clean with bleach and dresses we're easier to change nappies with.

Blue and Mary

blue was initially given to Mary by the catholic church, as a sign of peace and purity.

Authoritative Blue

Blue was increasingly being used by more authoritative figures, and big companies, so people began to see blue as a more authoritative, masculine colour.

Start

Present day

babies first colours

when babies first started to wear colour, girls actually wore blue more often than boys - it was associated with being a delicate colour.

Baby Boom

after the Second World War, during the baby boom, there are stories that pink became a girls colour and blue became a boys colour because of a marketing strategy - it was easier for manufacturers to create clothes if it was just in two colours.

Tone/ shade Development

since this uprise in blue being used as an authoritative, logical, strategical colour, more shades/hues needed to be developed to retain the colours original peaceful meaning.

 <https://www.dunnedwards.com/colors/specs/p>

[The Color Blue: History, Science, Facts |
Dunn Edwards Paints](https://www.dunnedwards.com/colors/specs/p)

Blue in the Home

<https://www.travelodge.co.uk/press-centre/pre>

THE SECRET TO A GOOD NIGHT'S SLUMBER IS TO SLEEP IN A BLUE BEDROOM

"A Travelodge survey found that sleepers with colour blue in their bedroom received nearly eight hours of sleep each night, more than people with any other colour scheme."

Avoid blue in spaces that already feel cold

Page 188 - Little Book of Colour

Put in bedroom - light blue will help you relax and be ready to sleep



Turquoise in bathrooms to help wake up mind and body, this will energize you!

In study:

- Light blue if it's a creative space
- Dark blue for focus and concentration



Don't use blue in kitchen/dining areas: blue can aid in suppressing the appetite

<https://www.sleep.org/sleep-environment/best>

Best Colors for Sleep | Sleep.org

"It is not clear why blue has this effect, but it could be because blue is commonly found in nature - reflecting scenes of blue skies or calm waters."

Wearing the Colour Blue

Wear Dark Blue to appear authoritative in knowledge



Wear light blue when you want to appear approachable and friendly



Photo by [Tamara Bellis](#)

Turquoise when you want to be open to communication and sharing ideas.



Photo by [Ehimetalor Akhere Unuabona](#)

Avoid dark blue during collaborative working and team-bonding sessions



Photo by [Maude Frédérique Lavoie](#)



In Hinduism, it is colour of krishna and represents love / divine joy.

Christianity - Water, heaven, holy service

Judaism - Divinity, height, depth, equilibrium

In Japan, blue means fidelity. It is also a colour for good luck.

In the West, blue is associated with sadness, and feeling low - hence the phrase 'Feeling Blue'.

World Colour Symbolism

In East, blue means feminine, healing and relaxation.

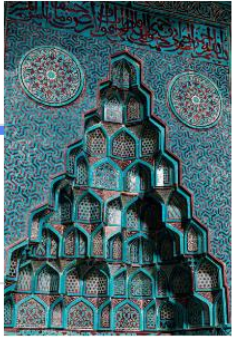
In Middle Eastern culture, blue is for mourning, heaven and spirituality.

African - blue means love/peace

In Indian culture, blue is for sports and strength.

Buddahism - Kindness, peace, compassion, harmony

Islam - Protection (often used in architecture)



Angela Wright

Theory:

Developed a unified theory of colour psychology and colour harmony to explore how colour affects how we feel, think and behave.

This theory helps us better understand the impact colour has on us and how it can be used to shape behaviour.

Page 33 (little book of colour)

<http://www.colour-affects.co.uk/the-wright->

The Wright Theory

This paper sets out a number of ideas that combine to make a unified theory of colour psychology and colour harmony. It posits the existence of patterns within the visual spectrum that are reflected in patterns of human behaviour. The theory resulted from exploration of the following questions: How does colour influence mood and behaviour?

Seven tenets of colour system:

Response to colour is affected by personality type.

All of these personality types has a natural affinity with one colour group

All humanity can be classified into 1 of 4 personality types

Every colour will harmonize with all of the other colours in their group

Every shade, tone and tint can be classified into one of four colour groups

Psychological effects of colour are universal

Each Hue affects distinct psychological states

