# The Psychology of Colour

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UCSI 🔌 CARD

# **DID You Know That** COLOURS are able to INFLUENCE HOW WE THINK?

#### Warm colours

- Red, yellow and orange
- Spark a variety of emotions ranging from comfort and warmth to hostility and anger.

### Cool colours

- Green, blue and purple
- Spark feelings of calmness as well as sadness.

## Yellow is the happiest colour as it makes us joyful.



Green colours create a peaceful and calming atmosphere which relaxes the eyes.

Wear blue during interviews as it gives a feeling of trustworthiness.

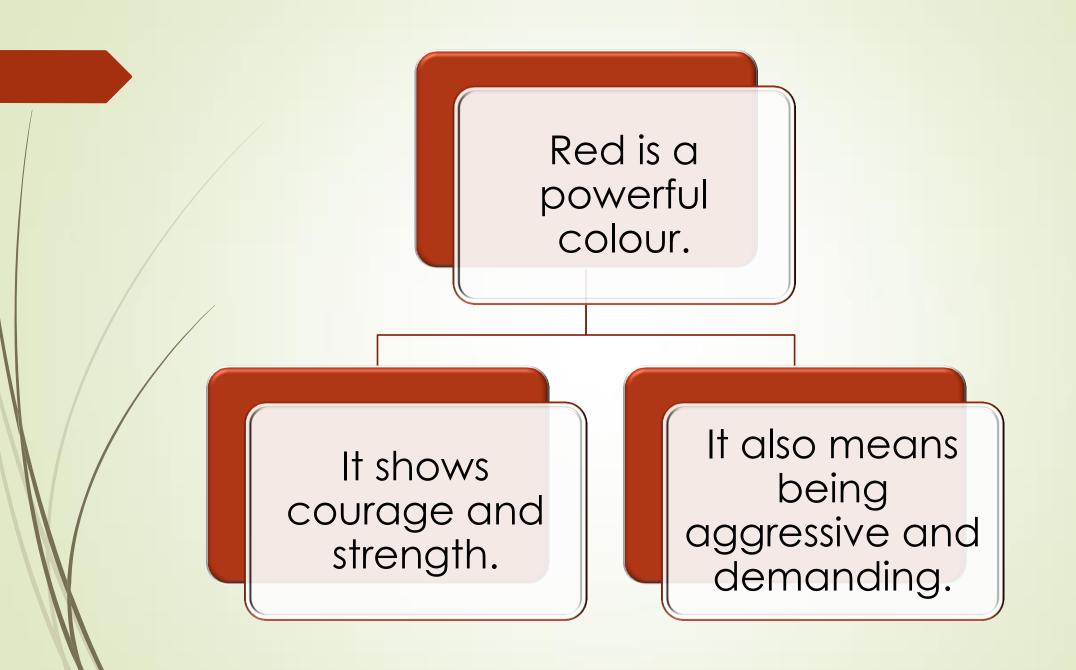
The colour purple encourages creativity. The colour orange helps to stimulate appetite.

## White

- Represents purity and innocence.
  Heightens the
- perception of space.

## Black

- Represents power and seriousness.
   Gives a
  - perception of mystery.



### Hopefully you will be able to apply colours wisely to make your life more exciting!





