

# Colors Unveiled

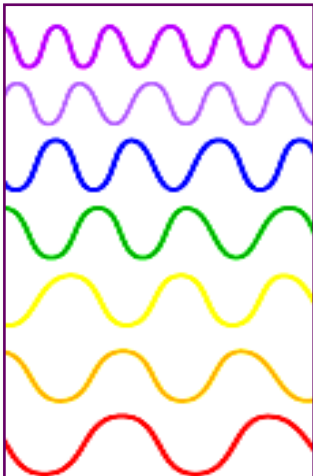
## *The Truth Behind Color & How it Drives Sales*

LOHASPAC Seminar: Aistikas Pakkaus  
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Color Turners



**D**esign school taught us that red makes people angry while blue calms them down, but no one explained why. Nor did we learn other color phenomenon's such as how was it, that ancient civilizations, living on different continents, used the exact colors for the same application? Or how was it, that certain color combination like yellow and black was the symbol for "caution" by everyone on the planet; even animals? Most people just accepted this information as fun color facts or urban color legends, but this information will explain why. It will insight color's hidden meaning, so you can use color to gain a competitive for your business and to better serve your customers.



### Here's the Secret

*The Unveiled Truth Behind Color, is...COLOR Energy!*

Color stimulates all the senses and instantly conveys message like no other communication method. We're all aware of the importance of color for interior design, marketing, fashion and for its sheer beauty. But did you know the colors of the foods we eat also have a powerful effect on our physical and emotional state?

We're familiar with radio waves and electronic devices that transmit sound waves for television and radio. Color also is an electromagnetic wave and is the only visible spectrum. It appears around 400 to 700 nanometers, with ultraviolet below 400 and infrared after 700. Starting at around 400 is violet, then blue, green, yellow, orange and ending with red. Therefore the blues and greens are calming colors and the reds and oranges are more active. All of our senses and everything

we encounter are in tune to specific color frequencies; they can affect us either positively or negatively. Color's vibrational energy, is the foundation of Color Psychology, Color & Culture and Color Physiology.

When selecting produce, we are instinctively attracted to the brightest colored foods. This comes to no surprise, sense scientists have proven that brightest and healthiest foods have the highest nutritional value. By eating the appropriate colored foods, they can rejuvenate and balance the body, making you feel more vibrant and reduce the risk of disease. For these reasons, health practitioners and Registered Dietitians suggest we consume a rainbow diet.

RED-longest color wavelength  
YELLOW-fastest color wavelength  
VIOLET-shortest color wavelength

## Power of Color

Color Psychology, Color Physiology and Color & Culture are frequently clustered under the title of “Color Psychology.” However each discipline utilizes color energy in different ways. To help you understand their similarities and differences, I have separated them. In some situations Color Psychology, Color & Culture and Color Physiology can be one in the same, while other times, a particular color can have a completely different symbolic, psychological or physical affect when used at the same place and time.

For example, symbolically, red in North America indicates stop and danger; at the same time red symbolizes love, as with Valentine’s Day. Someone not familiar with the cultural coding of red in North America could possibly confuse the symbolism of red and mistake a red Valentine’s Day heart for a warning sign.

Colors throughout history have had deep-seated symbolic associations that feed into our response to art, clothing, nature, and the built environment. Some color’s meanings cross the boundaries of culture, language, representing a shared bank of memories that go back to our distant ancestors, while others are specific to cultures, locations and time.

In ancient times, color was used to denote one’s status in society and only the wealthiest were able to afford the brightest and most beautiful colors. While the less esteemed members of society were restricted to drab hues. Fortunately today beautiful colors are readily available for everyone.

## Color Psychology

*Emotional response to color: moods, behavior, feelings*

- Past experiences
- Color intuition

## Color & Culture

*Conveys messages in art and anthropology; it refers to the use of colors as symbols throughout culture*

- Heritage
- Religion

## Color Physiology

*Physical response to color, through color’s various degrees of wavelengths.*

- Stimulates & reduces appetite
- Lowers & raises blood pressure
- Color Therapy

## Color Therapy

Color or Chroma Therapy is a form of Energy Medicine. From the beginning of recorded time (and probably sooner) man understood color’s healing powers. Ancient Chinese, Egyptian, Indian, Greek and Roman physicians revered color. They diagnosed through it and prescribed organic and inorganic medicines and rituals. Hippocrates, the Father of Western Medicine was very much aware of color’s holistic powers and incorporated Color Therapy into his practice. Hippocrates painted his treatment rooms in healing hues and like his predecessors, he used colored ointments and salves as remedies.

Light plays a vital role in our lives; without light all life ceases to exist. The same goes for light and color, because without light there is no color. Many of the ancient principles of Color and Light Therapy are used today, in modern medicine.



## USED BY:

- Pediatricians to treat neonatal, infants with jaundice. Babies are bathed in blue light, which helps bring them back to a healthy state.
- Dermatologists to treat acne, rashes, psoriasis and other skin disorders.
- Mental health specialists to treat individuals with SAD (Seasonal Affect Disorders), a form of depression. Therapy helps them restore and retain energy and fight winter blues. SAD is often associated with shortened daylight hours in winter months of northern latitudes.
- Sleep specialist doctors treat insomnia sleep-related disorders.
- Commercial airlines to help reduce jet lag in passengers, on long international flights.

Researchers have two primary beliefs why Color and Light Therapy is an effective treatment for SAD, depression, insomnia and jet lag patients. One-it triggers the brain's production of serotonin, a neurotransmitter related to mood disorders. Two-it relieves depression and jet lag by resetting the body's circadian rhythm, or inner biological clock.

## Red

**RED**-blood, fire, heat, competition, emotion, energy, passion

Red having the longest color wavelength, stimulates our Adrenal glands which produces adrenalin and are essential for "Fight of Flight". Red stops you in your tracks and nothing catches a man's attention faster, than a woman in a red dress. For the same reason, stop signs, emergency equipment are red.

### Red Physics

- Raises blood pressure
- Stimulates appetite
- Stimulates passion
- Increases aggression/power
- Enhances metabolism

### Red Culture

- Most symbolic color
- **West:** sex, danger, love, devil, stop
- **Asia:** good luck, celebration, prosperity
- **India:** Goddess Lakshmi, goddess of wealth and beauty



Red conveys the message of power and forces us to take notice. For these reasons red is commonly used in color branding to show a companies' strength. Internationally red is the mark of honor. Red carpets are rolled out to honor celebrities and dignitaries. Red is the most exhilarating and the most aggressive color; which is why historically it has been the color of war.

*Are you procrastinator or feeling sluggish? Then paint your room red and get ready to take off!*

## Pink

### Pink Physics

**PINK**-sweetness, romance, innocence, femininity

Even though pink is made by mixing red and white, energetically it has an opposite effect on the body. Baker Miller Pink or also known as "Drunk Tank Pink", R:255, G:145, B:175 has been used to calm violent prisoners in jails.

- Slows heart rate
- Reduces aggression and physical strength
- Stimulates sugar cravings
- Baker Miller Pink- used in prisons to reduce aggression



### Pink Culture

- **West & Asia:** Most feminine color, however changing
- **Japan:** Peony flower, love
- **India:** Hope, happiness, celebration, Hindu deity Ganesh

Internationally, pink symbolizes light moods and femininity. In Japanese tradition pink symbolizes femininity, spring and youth; the Imperial flower, the pink peony is associated with love and prosperity. Although traditionally considered a color for babies and young girls in the west and called the “Girl Color”, pink continues to gain a broader acceptance. Light pink is associated with innocence and femininity, while hot pink signals fun, frivolity and sensual behavior.

*Designing a carrying box for a pastry shop? Think pink! This color stimulates sugar cravings, which will stimulate sales.*

### Yellow

**YELLOW**-sunshine, joy creativity, optimism

Yellow having the fastest color wavelength, makes it the most visible color. We rely on yellow to get our attention, as in OSHA Yellow, caution signs, school buses and construction equipment. When yellow is combined with black, intuitively we know to steer clear. In fact, some of the world’s most poisonous creatures have this color scheme, such as Bumble Bees, Yellow Dart Frogs, Gila Monsters and Yellow Jackets.

### Yellow Physics

- OSHA Yellow
- Communication
- Welcoming
- Improves memory
- Agitates

### Yellow Culture

- **China:** Chinese emperor’s color, wealth, honor
- **Japan:** courage
- **West:** hope, caution, coward
- **Apache Indians:** east, sun rises



Yellow holds a significant importance throughout Asia. It occupies a place of honor and is associated with happiness, the gods and power. In India yellow symbolizes Vaisya, of the merchant cast and the sun with all its powers. Yellow doesn’t hold a significant religious value in North America, but it is considered to be a happy color.

*Having difficulty getting individuals to communicate? Then yellow is your color. Yellow is an excellent color for counseling offices and conference rooms; it helps open the lines of communication.*

## Blue

**BLUE**- water, sky, mystery, purity, heaven, loyalty, sadness, tranquility

Blue stimulates the Thyroid gland, neck, larynx, trachea, which produces thyroxin, the hormone that controls the body's metabolic rate. Just seeing the color blue, causes a chemical in the brain the body which produces a calming effect and lowers the blood pressure.

### Blue Physics

- "Feeling blue"
- Suppresses appetite
- Supports speech

### Blue Culture

- **Asia:** Medicine Buddha, healing, compassion
- **Judaism:** Star of David
- **West:** favorite color, authority, trust
- **Hindus:** Krishna, love, mercy, heaven
- **Catholics:** Madonna, fidelity



*Your client wants you to redesign their food containers in blue, to coordinate with their new logo. Think again! Blue suppresses our appetite and makes food look unappetizing, consequently adversely affecting sales.*

Most colors hold different, religious symbolic meanings, but not blue; it's a nondenominational color. It carries the same meaning of love and mercy in Christianity, Buddhism, Judaism and Hinduism. Blue is the favorite color in North America. Blue represents quality, durability authority; police and military uniforms come in this color. Dark blue conveys the message of reliability and trustworthiness. For these reasons "true blue" is a commonly used the color branding of financial and medical businesses as well as political campaigns. A navy blue suit is the ultimate business uniform; it's powerful, yet more approachable than black.

Blue is ambiguous and mysterious; it represents sadness and melancholy. There are hundreds of sad songs with blue in the title such as, John Lennon's "Out the Blue", Elton John's "Blue Eyes" and Alicia Keys' "Doncha Know" (sky is blue). In Pablo Picasso's "blue period", his paintings depicted the seedy side of Persian life of sadness and poverty; his work during that period was a direct reflection of his personal life.

## Color Affects Your Bottom Line

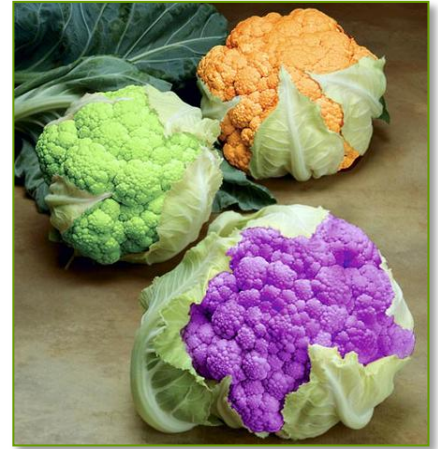
### COLOR:

- Increases brand recognition by 80%
- Improves readership by 40%
- Accelerates learning from 55 to 78%
- Increases reading comprehension by 73%
- Advertisements s are read 42% more than black/white
- Increases payment by 30%
- Is the primary reason for purchase 85% of the time



# 2012-2013 Color & Design Trends

The economic dust has settled. We are renewing our lives, environments and relationships. More than ever before, home has become our safe haven; a place to escape from the chaotic world to rejuvenate ourselves. We are gravitating to optimistic, feel-good colors and familiar designs that lift our spirits. Colors that represent escapism, nostalgia and fantasy are crucial to our wellbeing. Gone are the days of the highly polished glitz and glam. We now prefer down-to-earth authentic colors and textures that mimic nature and our past.



*NOTE: The information in this document is based off Denise Turner's research and her interpretation of the European CMG report and colors. This is not the actual CMG report or colors.*

## Key Color & Design Influences

- **Reflection-Reconnection**
- **Restored**
- **Global Fusion**
- **LOHAS Consumer**

## Reflection-Reconnection

The economy, combined with natural and man-made disasters, knocked the rose-colored glasses from our face. We have one eye on the past, while the other is looking forward with cautious-optimism. We are now forced to examine every aspect of our life and our position within the world. In doing so, we are reevaluating, reinventing and deciphering what is truly important to us.

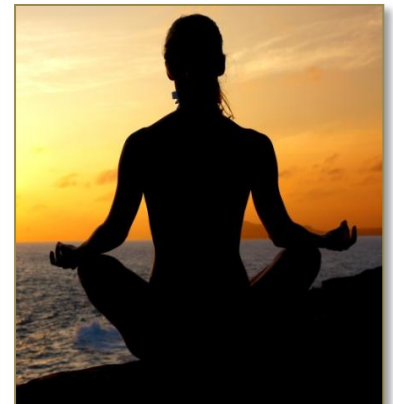
We are reflecting on our past, when life was easier and our wallets were thicker. Minimalism continues to gain in popularity. The economy combined with the Environmental Movement has diminished our need for non-essentials. We are cleaning out our closets and cleansing our design palettes. We are gravitating to geometric patterns and minimalistic furniture designs.

Authenticity is in! Nature's "so-called" imperfections are now considered to be beautiful; they draw attention to the material's instinctive appeal. Organic hues continue to gain in popularity, as they provide visual appeal and product longevity.

## Restored

We've got a new attitude! The world might be in a bit of flux, but that doesn't mean we're throwing in the towel or settling to just survive. Quite the contrary, we want to flourish. Everyday items, especially for the kitchen are now available in fun whimsical, colors.

Home has become our safe haven and personal retreat, where we can reconnect with family, friends and ourselves. Even though we're hunkering down, we're not willing to sacrifice. We're cooking more. We're spending more time doing in-home entertaining, which is helping to drive the Slow Food Movement. The Slow Food Movement is an idea, which is a way of living and of eating. It's a global, grassroots movement with thousands of members, who associate the pleasures of food with a commitment to community and the environment.



## Global Fusion

As part of getting back to the basics, we have embraced indigenous, hand crafted designs. Children are putting down their cell phones (briefly) to learn traditional handmade crafts and basic cooking skills. Designers are borrowing elements from other cultures and blending them with their own, resulting in edgier products and interiors.

They scour shelter magazines, design blogs, and watch HGTV in order to create a more personalized approach to home décor. “YUTES” (youths) today are a part of this strong Global Fusion trend.

These optimistic, resourceful, forward thinkers are uninhibited. Their naïve approach to design is refreshing as they integrate the best from the past, resulting in a multitude of collaborative creations.

They mix non-traditional materials in brighter hues of unexpected palettes. They’ve tossed “Color Theory” out the window. Their color combinations are just as important as the individual colors. With all this borrowing of elements and blending of colors the result is an international palette that’s suitable for everyone. Examples of Bohemian handmade items can be seen on [www.etsy.com](http://www.etsy.com)



## LOHAS Consumer

WHAT’s a LOHAS? LOHAS is an acronym for Lifestyles of Health and Sustainability, a market segment focused on health and fitness, the environment, personal development, sustainable living, and social justice.

<http://www.lohas.com/>

The world’s uncertainty is promoting more inward thought and the need to connect with the earth. For this reason “Homegrown” is the new trend. Farmer’s markets are sprouting up in every community. Lawns are being torn out, to be replaced by vegetable gardens. This is a growing trend as food costs continue to rise.

As consumers, we are ready to be surprised and delighted again, but not by artificial hype. We are looking for a personal connection and authentic brand stories. More than ever before, we are attracted to small businesses, which are creating home-made, quality items.

Small is big! There’s a huge trend of small boutique kitchens, springing up. They are selling canned jellies, salsa, chocolates and baby food. It’s important for us to know how foods and products are being created and brought to market and that the businesses operating with LOHAS philosophy.

## LOHAS Seedlings

Here are some California schools that have incorporated the LOHAS philosophy into their curriculum.

- Journey Elementary, K-8, public charter school  
<http://journeyschool.net/>
- San Antonio High School, 9-12, Food Justice and Gardening Program  
<http://www.dosomething.org/project/san-antonio-high-school-food-justice-and-gardening-program>
- Santa Rosa Community College, Sustainable Agriculture  
[http://www.santarosa.edu/instruction/instructional\\_departments/agriculture/sustainable-ag.php](http://www.santarosa.edu/instruction/instructional_departments/agriculture/sustainable-ag.php)

## So How Do These Influences Affect Colors?

By and large, we are gravitating towards nurturing colors, tactile materials and products that evoke a sense of authenticity; we are seeking refuge in environments without glitz. We are adding splashes of accent colors on less expensive home décor items such as paint and accessories. For long-term investment items such as furniture and cabinetry we are opting for neutral colors, which are versatile and have staying power.

Internationally, color palettes continue to get smaller for the majority of products, which makes color selections even more significant and choosing the “right color” is more critical than ever before.

Colors have become more versatile and serve a broader function. As with most things these days, the economy and cost savings are driving this trend. This trend will provide us with the opportunity to cleanse the palette and prepare for fresh new colors.

Also, it's important to note that there is less graying of the colors. This slight change has led to brighter, cleaner colors. A “self-imposed optimism” is the driving philosophy behind these new cheerful colors. As a whole, we are choosing colors to enhance our lives and lift our spirits. In recent years, browns lead the way as the favorite go-to color. No more! “Gray is the new black”. It's inspired by the need to promote product longevity.



**Slow Perch, NCS S 3010-R60B-** is light, ethereal violet-influenced gray. Gray is now the new black; it continues to be the emerging international color family for all areas of design. Slow Perch comes from the need for color longevity of products. It provides a grounding alternative that complements today's more vibrant colors.

**Morning Wheat, NCS S 4040-Y20R-** is an authentic looking, earthy yellow-brown. Its antique influences and hand rubbed appearance, brings an old world charm to a wide variety of designs. Morning Wheat is an alternative to the glitzy gold's of recent years.

**Drop of Lemon, NCS S 1060-Y-** is enthusiastic, clear sunshine-yellow. Drop of Lemon signifies our daring desire to burst out from the economic shadows. Yellow takes us to a happy, trouble free place in time, that's reminiscent of good times and treasured moments with friends and family. As we continue to be defiantly optimistic, this color of hope is becoming much more widely used in all areas of design.

**Sacred Mushroom, NCS S 3060-Y70R-** is a deep, rich spicy cinnamon-orange, is bold yet nonthreatening. As a down-to-earth accent color, it adds warmth to any color combination. Orange has lost its bite. It has shifted from highly saturated and vibrant to a more livable organic earth-based hue.

**Peach Nirvana, NCS S1515-Y70R-** is a delicate, flesh colored neutral. The pendulum has swung away from the coolness of taupe towards a warm, pink-based neutral. Peach Nirvana is a classic 1930's Art Deco glamour color.



**Blazon Cherry, NCS S 1080-R-** is an in-your-face, classic cherry red, that's bursting with enthusiasm. It's the ideal accent color, to add sizzle to designs. Red continues to be an important part of everyday life. It's the color of causes; it represents AIDS Awareness, American Heart Assn and Pink represents Breast Cancer Awareness. Red is gaining acceptance as the color of household items that would have been neutral in recent years.

**Berry Bliss, NCS S 1080-R-** is a deeply mysterious near-black purple that evokes the feeling of sophistication and refined luxury. Berry Bliss' Chameleon qualities, allows it to be used in a verity of color schemes. Internationally, purple is the hot new color family. It has become the new staple in the palette. Additionally purple is influencing other color families. Purple has genderless appeal; it has a strong presence in marketing, fashion and interior design.

**NOTE:** At the 2011 International CMG meeting in San Antonio, Texas, members voted "Boyz-N-Berry" to be the consumer color of the year. "Boyz-N-Berry" is a multi-generational, genderless purple.

**Blue Martini, NCS S 2060-B-** is a youthful, highly saturated, clear-blue that's ready to play. As a tropical ocean color, it provides escapism and emphasizes our desire for stress reduction. It was inspired by the importance of preserving our water resources.

**Blue Crab Escape, NCS S 6030-R90B-** is a deep, mysterious, midnight blue. Blue Crab Escape is a true-blue classic that adds honesty and truthfulness to any design. It balances today's brighter hues and evokes the feeling comfort and safety, in an unstable world.

**Zen Essence, NCS S 7020-B50G-** is a rich, highly saturated, green. It's a new alternative to the very blue and very yellow greens, which we've been seeing in recent years. Zen Essence is a calming green, inspired by our primal need to escape from the chaotic world and enter the forest.

## Has Lighting Switched-Off Your Money?

Prior to my presentation, this week in Helsinki, I had the pleasure of meeting some of you who work in the food manufacturing and packaging industry. In reviewing their products and packaging, I discovered that the majority of them were dealing with one common challenge....color and light. While their product's designs were perfectly fine, the lighting in the grocery stores where their products were on display was not. This segment is to help similar businesses wrestling with the same challenges.



Have you ever designed a package, applied cosmetic or dressed yourself under one lighting condition and everything looked perfectly fine? But when you looked at the same colors in a different lighting environment they looked horrible? Most likely you experienced a color and light phenomenon, called Metamerism. This happens when two colors appear to match one light source but not in another. This is due to applying different light energies to two colors with different components or pigments.

### *Lighting Sources*

When selecting colors it's imperative that you consider the light source, in which the design will ultimately be displayed in. Natural daylight (morning, noon, sunset and the time of year) fluorescent, incandescent and LED affect colors differently. Be sure to view your package designs in their intended position, because colors look vertically and horizontally.

### *Lighting Conditions*

Fluorescent Lighting have rapidly replaced incandescent, saving consumers a bundle on their utility bills. But they're not all are created equal. The lighting industry has been making great strides in improving the quality of fluorescent lighting, however there's still work to be done.

## LED

LED (Light Emitting Diodes) are lighting the way of the future. Everyone's on the cut cost-cutting and saving the planet band wagon. It's important to use our resources wisely. It's equally important that quality lighting isn't sacrificed in the process, because poor quality lighting will adversely impact your sales.

## CRI

Light quality is measured by CRI (Color Rendering Index). The higher the CRI number for a lamp, the more it renders a "true" color in an environment. The CRI measurement for outdoors is 100. If quality lighting with a higher CRI than CFL is your priority, LED are for you. LEDs have a longer life span than and fluorescents and emit more light per watt. But here's the catch. To replace your standard light bulb, with an LED will put a dent in your pocket book (about \$69.00 USD each). On the up side, you won't have to replace it for years.



**Denise Turner, ASID, CID, CMG** is an award winning international colorist and speaker, Certified Interior, color & design trend forecaster, author and president of the Color Turners.



### **COLOR TURNERS *turns the art of color into profit***

#### **Authored:**

- Kelly Moore Paint's 2011-2012 Renewal Palette-Colorist and author
- Nippon Paint 2009, 2010 Asian Pacific Color Trends-Colorist, author, speaker and media spokesperson  
"It's All About Days Filled With Colour"  
"As The Colours Turn, *Scintillating Colour Knowledge*"

#### **Awards:**

Winner of California Paint's 2011 Color Challenge

<http://www.californiapaints.com/DesignerGallery/Gallery.html>

Winner of HGTV Designer's Challenge ADA-compliant master bath redesign.

<http://www.colorturners.com/training/hgtvVideoDemo.php>

Denise is media savvy! She regularly appears in press, as the Color & Design Trend Columnist for Home Portfolio Magazine and a spokesperson for ASID National and CMG Expert Speaker's Bureau. Denise Turner is an ASID professional member, former ASID chapter president, Certified Interior Designer, CMG Chair Holder and UCLA graduate.

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