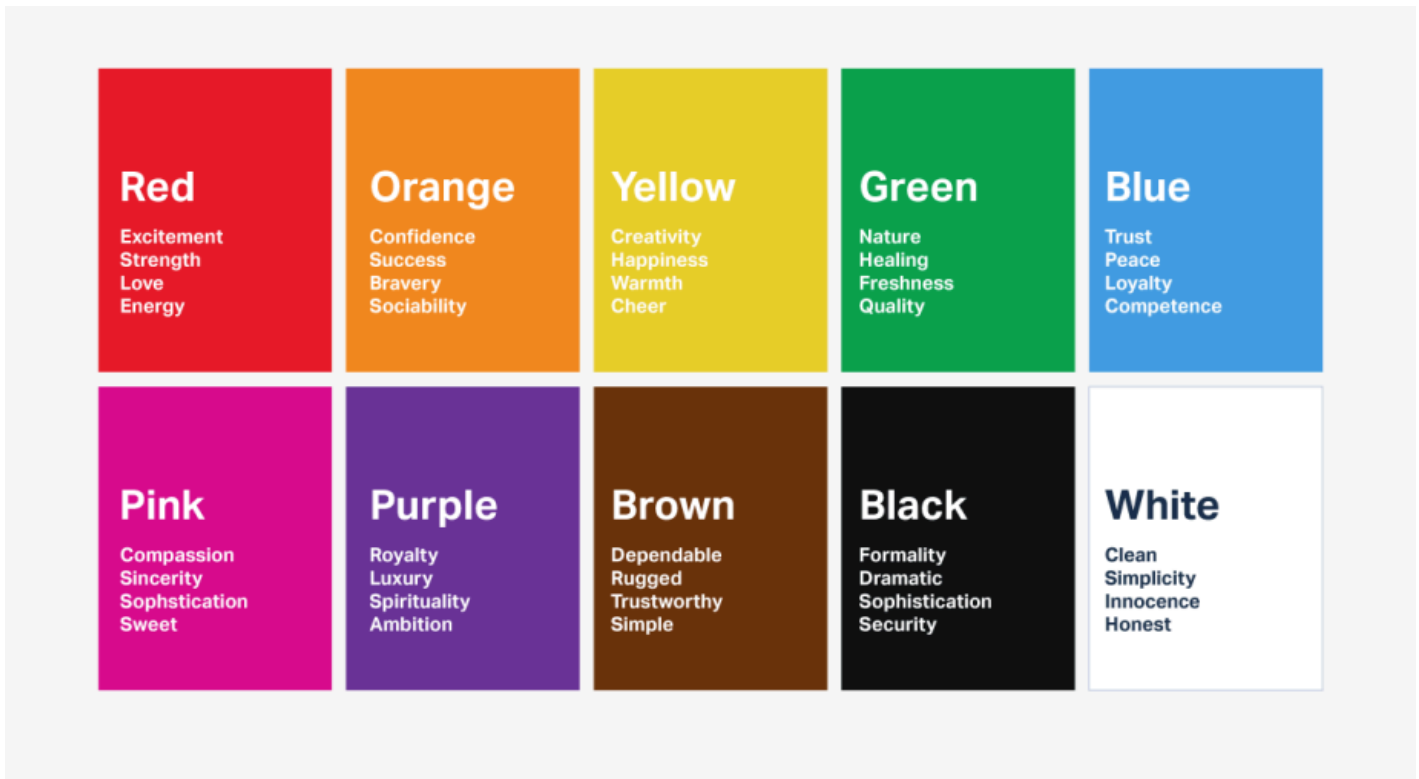




# Colour Psychology – Which colour express what emotions



## What is Colour Psychology?

**Colour Psychology** is regarded as the study of human behaviour and emotions. Actually, the colours speak clear and louder than words. They are considered to be an intellectual form of communication.

To understand the colour language we need to know **which colours do express what emotions**. There are certain colours which express integrated emotions or feelings. Colours can influence an individual; however, it is important to remember that such effects differ between people.

**Here are some of the colours which relate to the body, mind and emotions:**

**(1) Red:**

**Positives:**

Red is the colour used basically for stimulation. It highlights Physical courage, strength, ability to survive, masculinity and excitement.

**Negatives:**

Red colour highlights the aggression and strain as well. It affects negatively to visuals.

**Bottom-line:**

Red is a powerful colour. It has a property to appear nearer. Hence, it grabs our attention easily and impacts us deeply. The popularity of the usage of red light for traffic signals is worldwide. Red is a lively and friendly colour. It is a purely basic colour. Though it is a friendly colour, it can be demanding and aggressive on the other side as well.

**(2) Blue:****Positives:**

Blue colour highlights the intelligence, communication and trust factor. It also indicates the coolness or calmness.

**Negatives:**

Talking about the negatives, blue presents aloofness or unfriendliness.

**Bottom-line:**

Blue imparts effects mentally more than physically. Dark Blue stimulates clear thought while soft blue or sky blue feels us calm or cool. It's the colour of clear communication. According to research, blue is a globally loved colour but it can be sometimes unemotional or unfriendly.

**(3) Yellow:****Positives:**

Yellow is basically an emotional colour. It expresses emotions like [creativity](#), friendliness, optimism, [confidence](#).

**Negatives:**

It can give negative feelings like irritation, fear or [anxiety](#).

**Bottom-line:**

The yellow wavelength is relatively strong and essentially stimulating. Yellow is the strongest colour psychologically due to its emotional essence. Too much yellow colour can cause self-esteem and may give rise to fear and anxiety.

**(4) Green:**

**Positives:**

Green is basically a nature-friendly colour. So, it certainly imparts environmental awareness. It shows emotions like harmony, refreshment, universal love and peace.

**Negatives:**

Too much of Green can bring boredom and stagnation.

**Bottom-line:**

Green is the colour of balance. We enjoy refreshment in a green environment and can feel [happy](#) as well. The greenery around us indicates the adequate presence of water. Excess green leads to boredom and feeling of lack of activity or growth and development.

**(5) Orange:****Positives:**

Orange strongly represents passion and security. It also expresses emotions of joy and fun and physical comfort.

**Negatives:**

Too much orange can lead to frustration and irritation.

**Bottom-line:**

Orange is a strong combination of physical and emotional. It certainly represents positive aggression and comfort or security. On the other hand, excess orange will get you frustration, irritation or sometimes anger.

**(6) Violet:****Positives:**

Violet has the supreme quality of spreading spiritual awareness. Violet also represents authenticity, truth and quality.

**Negatives:**

Violet can bring suppression and inferiority complex.

**Bottom-line:**

Violet, also known as purple takes awareness to the highest level of thought, especially in spiritual values. Being last visible wavelength to ultra-violet rays, it possesses association with time and space. Excess of purple can bring too much introspection.

**(7) Pink:****Positives:**

Pink represents feminism, love and sexuality.

**Negatives:**

The biggest negativity of pink is that it [expresses physical weakness](#). It does express emotional claustrophobia as well.

**Bottom-line:**

Pink strongly reflects love. It is known and globally popular as the colour of women. Maybe, it is one of the reasons pink colour is used everywhere while spreading awareness about Breast Cancer. Surplus pink can have an emotional and physical weakness. Most women love pink colour flowers.