



COLOR ILLUSIONS & EMOTION

G06 | Group 8



COLOR EMOTIONS

COLORS ARE USED TO
EXPRESS & EVOKE EMOTIONS

→ Branding

→ Artworks

→ Film & Television

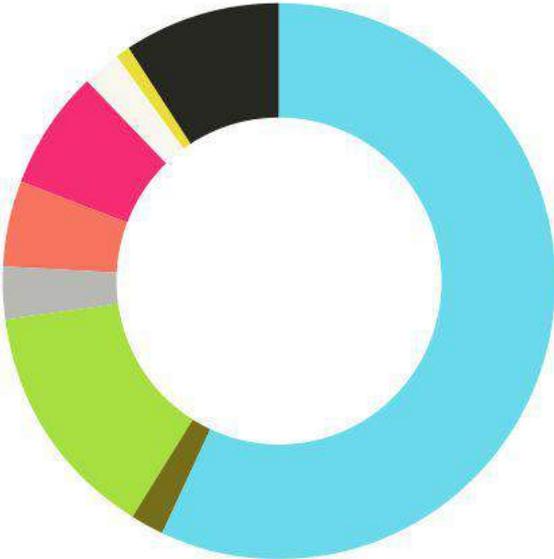
→ Fashion

- **Brand recognition** is tied strongly to colors
- It can reflect your company's values and ideas behind the branding and it derives from picking the "right" color

COLORS MEN & WOMEN FIND ATTRACTIVE

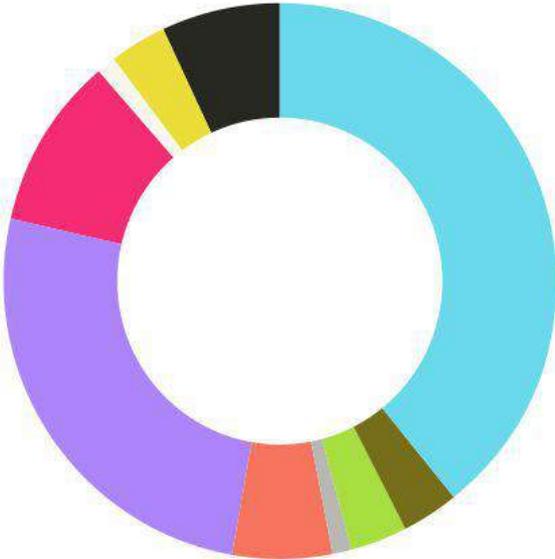
(According to Joe Hallock)

Men



- Blue 57%
- Brown 2%
- Green 14%
- Grey 3%
- Orange 5%
- Red 7%
- White 2%
- Yellow 1%
- Black 9%

Women

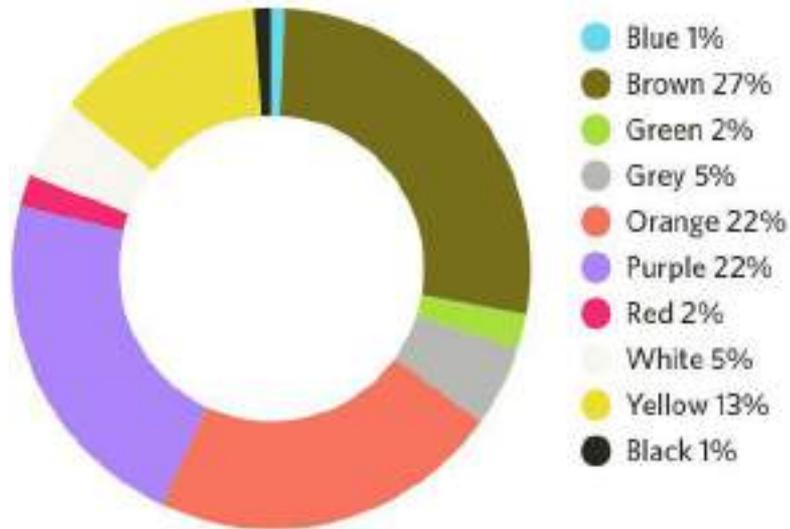


- Blue 35%
- Brown 3%
- Green 14%
- Grey 1%
- Orange 5%
- Purple 23%
- Red 9%
- White 1%
- Yellow 3%
- Black 6%

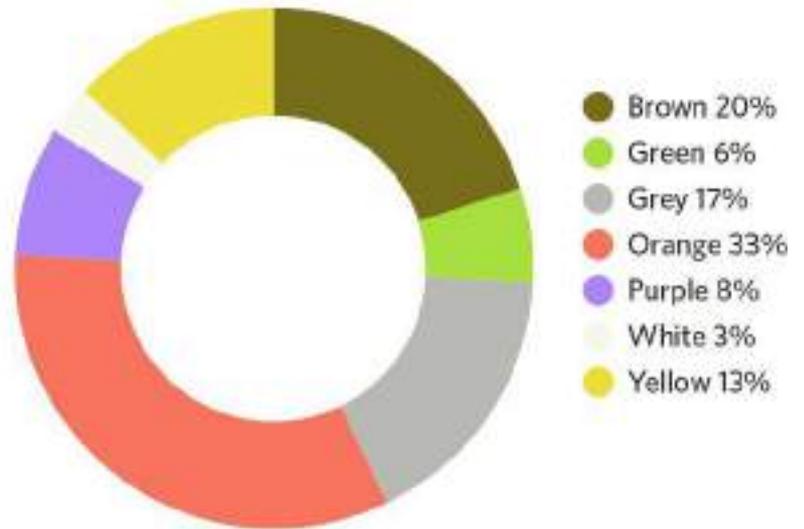
COLORS MEN & WOMEN FIND LEAST ATTRACTIVE

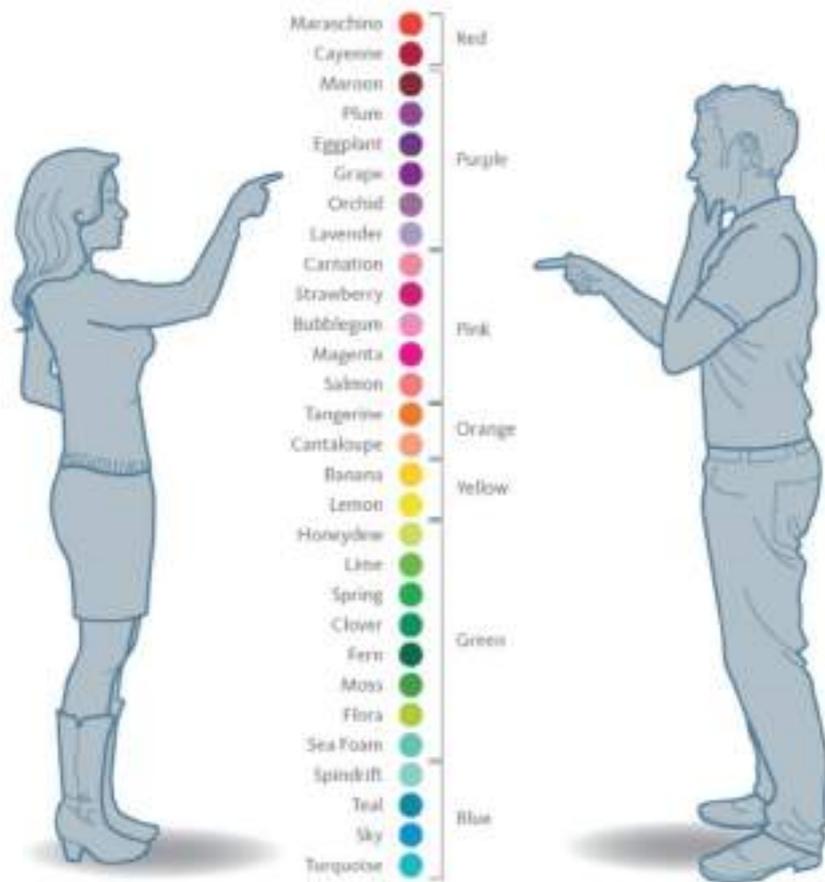
(According to Joe Hallock)

Men



Women





COLOR EMOTION GUIDE



YELLOW

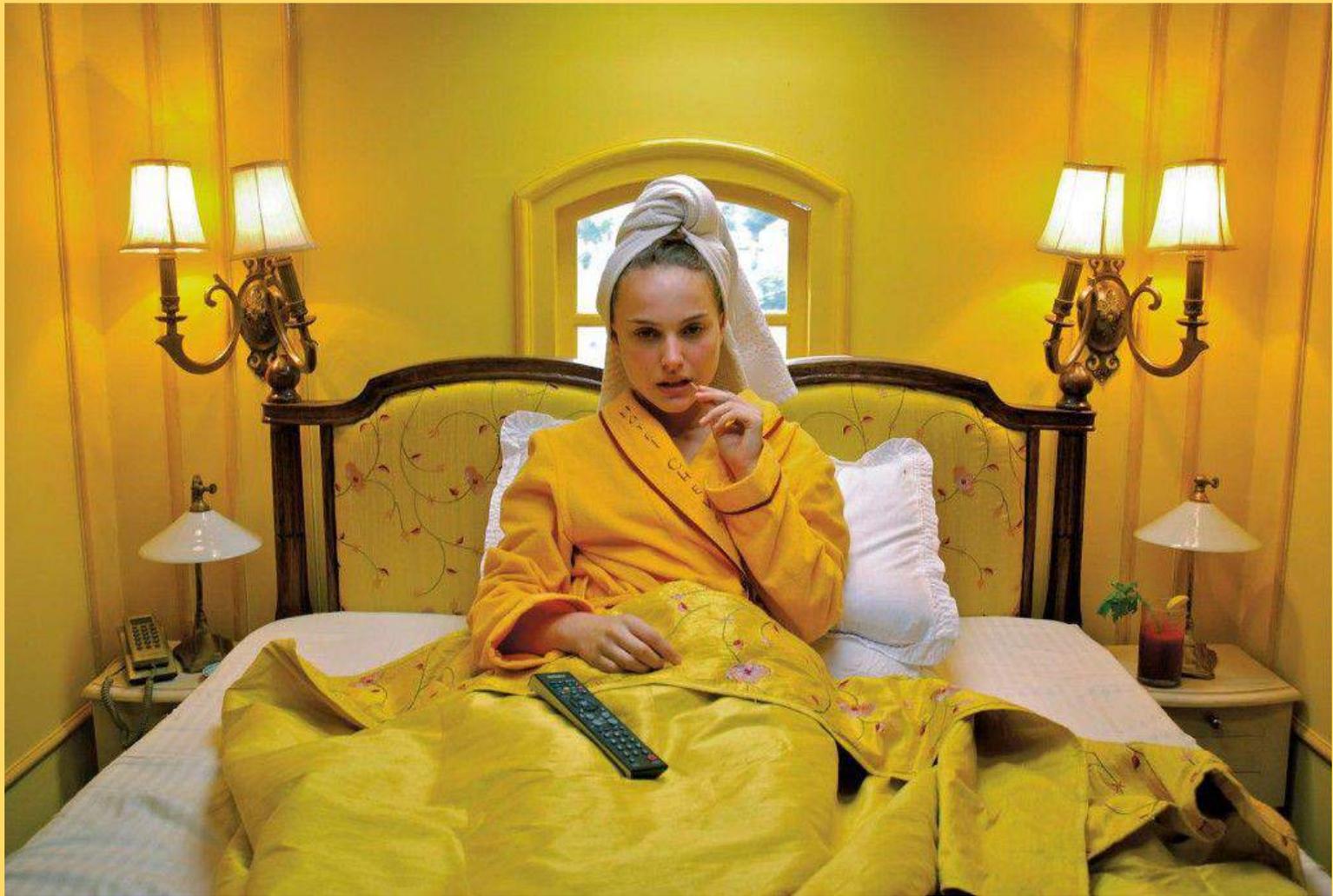
Yellow is most commonly used by the automotive and food industries due to its ability to invoke energy and happiness.

Similar to the color Red & Orange, it is the color used for warnings and alerts

E.g. Mcdonald's, Ikea, Ferrari







RED

Red logos are known to be efficient at grabbing customer attention, often associated with love and passion, not forgetting anger and danger. However, it should be used moderately.

It is the warmest and most dynamic among all colors.

E.g. Coca Cola, Redbull, YouTube







ORANGE

Orange is another high favored color for **food, art and the sports industries**. While in one sector it evokes an appetite, in others it suggests playfulness, creativity and energy hence a popular color for kids related industries.

As compare to Red, Orange is a less harsh option, at the same time, it feels more inviting and subtle







GREEN

Green is mainly used to represent **eco-friendly companies** or businesses revolving around agriculture and recycling. It is the color of nature and gives a calming effect while representing growth.

This color has the ability to harmonize and give a better balance.





BLACK

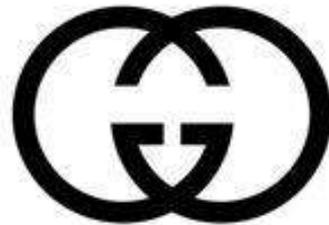
Black is used to commonly target **youth and a high-end audience**.
It creates mystery while representing power, authority and elegance in the logo.

It is best at translating the idea of timelessness, neutrality and exclusiveness.

In clothing however, black is commonly worn to reflect formality.

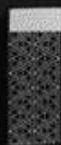


GUCCI





RIANGLE



*Leon
Coffey*



WHITE

White evokes **purity, innovation & creativity.**

In logos, it is usually used to signify innovation.

In films and artwork, it usually represents purity.







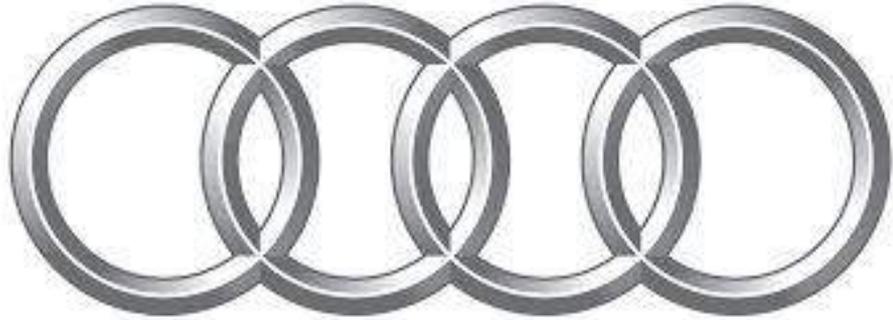
© Caters News Agency



GREY

Grey is the colour of **timelessness, practicality and sophistication**

The automobile and jewelry industries like to use grey to portray classy, timeless products.

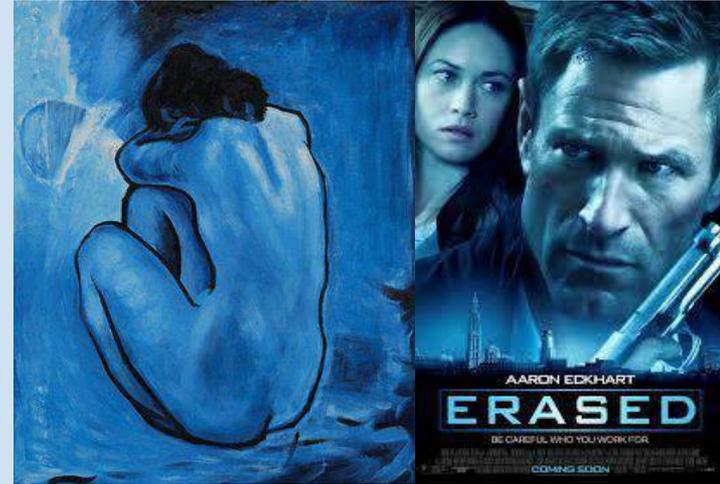




BLUE

Blue is usually used to signify **trust**.
It is the most popular colour when choosing colours for branding.

However, it can also be the colour of **depression and coldness**.





VISA

PayPal



PURPLE

Purple is commonly used to portray **fantasy or royalty**.

Stability of blue, energy of red.

It is associated with imaginative or wise traits.







PINK

Pink is the colour of **femininity and love**.

Unlike Red, it stands for gentle love.

Commonly used to market products that are geared towards females.



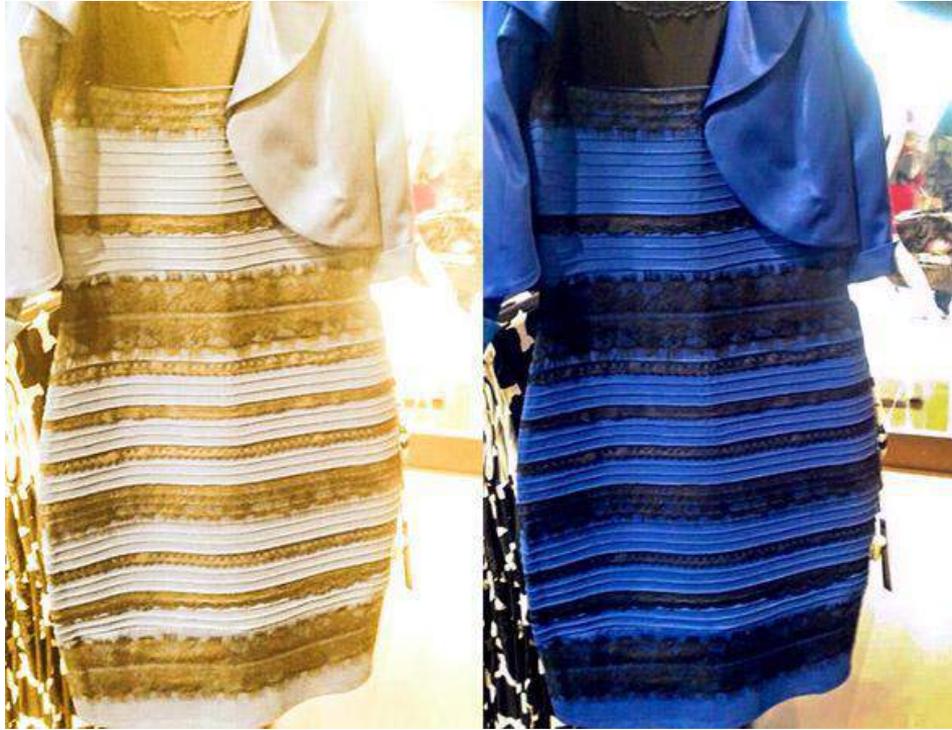


<p>YELLOW</p> <p>Yellow communicates hope and optimism. Yellow stimulates creativity and energy, and its brightness is particularly useful in catching the customer's eye.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> positivity light warmth creativity motivation 	<p>ORANGE</p> <p>Orange combines the brightness and cheer of yellow with the energy and boldness of red to make a color that is full of life and exudes plenty of excitement.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> vitality fun playfulness exuberance youthfulness 	<p>RED</p> <p>Red evokes a passionate and visceral response. It's a color that increases your heart rate, makes you breathe more heavily and activates the pituitary gland.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> aggression energy provocativeness passion power 	<p>GREEN</p> <p>Green is synonymous with calm, freshness and health. With great variance in shades, deeper greens are associated with affluence, lighter shades with serenity.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> wealth health serenity prestige abundance 	<p>BROWN</p> <p>Brown speaks of earthy simplicity, as well as strength and durability. Exercise caution when using brown in your brand identity, as most associate it with dirt.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> earthy natural simplicity durability rustic 	<p>BLACK</p> <p>Black is used by companies to evoke a classic sophisticated and simplicity. Black is especially well for brands to promote luxury.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> prestige value timelessness sophistication formality
<p>PURPLE</p> <p>Purple is a mysterious yet sophisticated color. The richness of this color tips its hat to elegance, a color used to symbolize royalty throughout history.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> royalty sophistication nostalgia mystery spirituality 	<p>PINK</p> <p>Pink is a feminine and affectionate color, that lends itself to identifying products and services geared towards women and young girls.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> tenderness sensitivity friendship beauty compassion 	<p>BLUE</p> <p>Blue is arguably the most popular color used in brand creation and identity. Blue is thought to put people at ease as it relates to the sky and the ocean.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> trustworthiness dependability security integrity calmness 	<p>WHITE</p> <p>White represents purity and cleanliness. With this in mind, white is often used for creating brand identities in the medical, bridal or laundry industries.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> pure noble clean soft freshness 	<p>GOLD</p> <p>Like black, gold symbolizes prestige and luxury and can often be used to represent religious brands or those wanting to associate with royalty and refinement.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> elegance affluence quality elite idealistic 	<p>GRAY/SILVER</p> <p>Grays and silvers are used multiple industries, even everything from balance simplicity, cold temper innovation and science.</p> <p>COLOR CODE</p> <ul style="list-style-type: none"> scientific balance calm maturity cold

Graphic credit: <https://www.blackbeardesign.com/understanding-color-the-meaning-of-color/2/>



COLOR ILLUSION



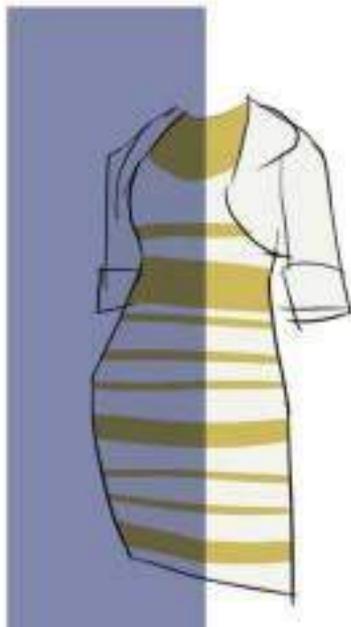
Source: slate.com

Do you remember *The dress*?

BLACK DRESS,
YELLOW LIGHT

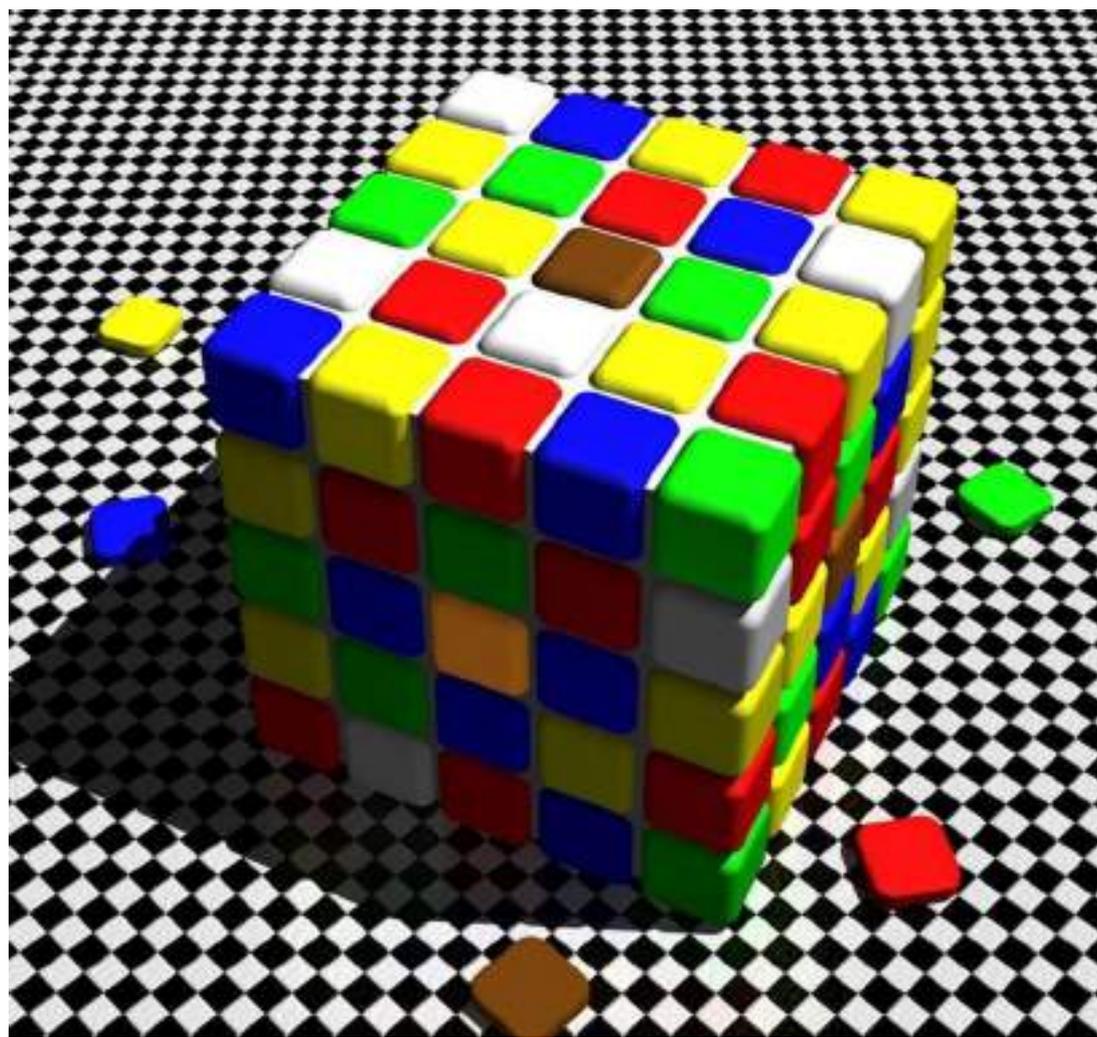


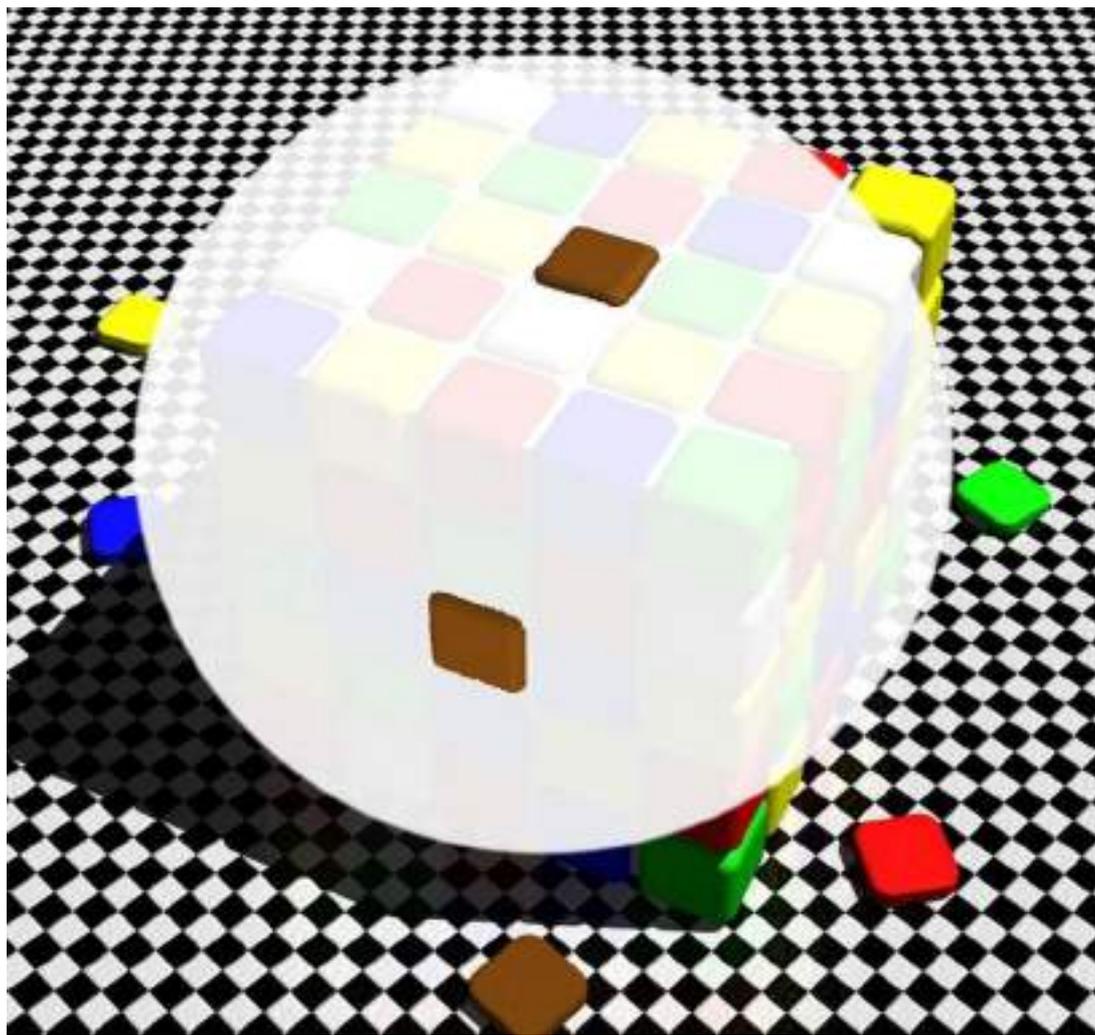
WHITE DRESS,
BLUE SHADOW



Colour Constancy

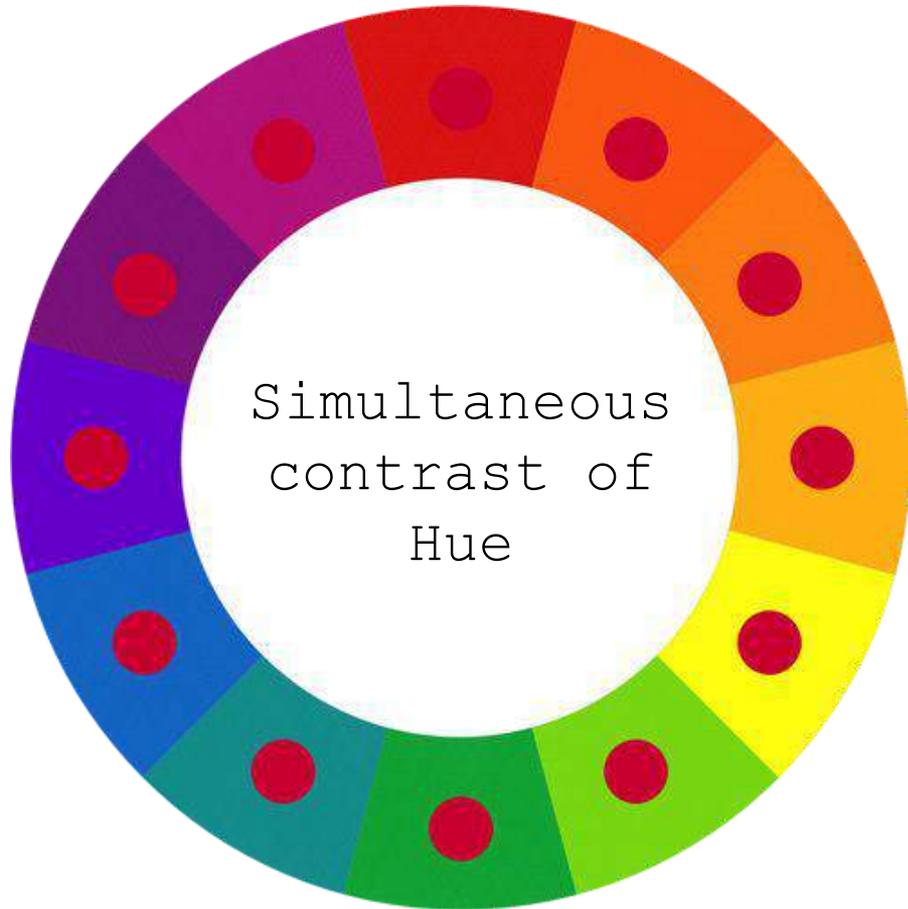
→ human color perception system which ensures that the perceived color of objects remains relatively constant under varying illumination conditions.



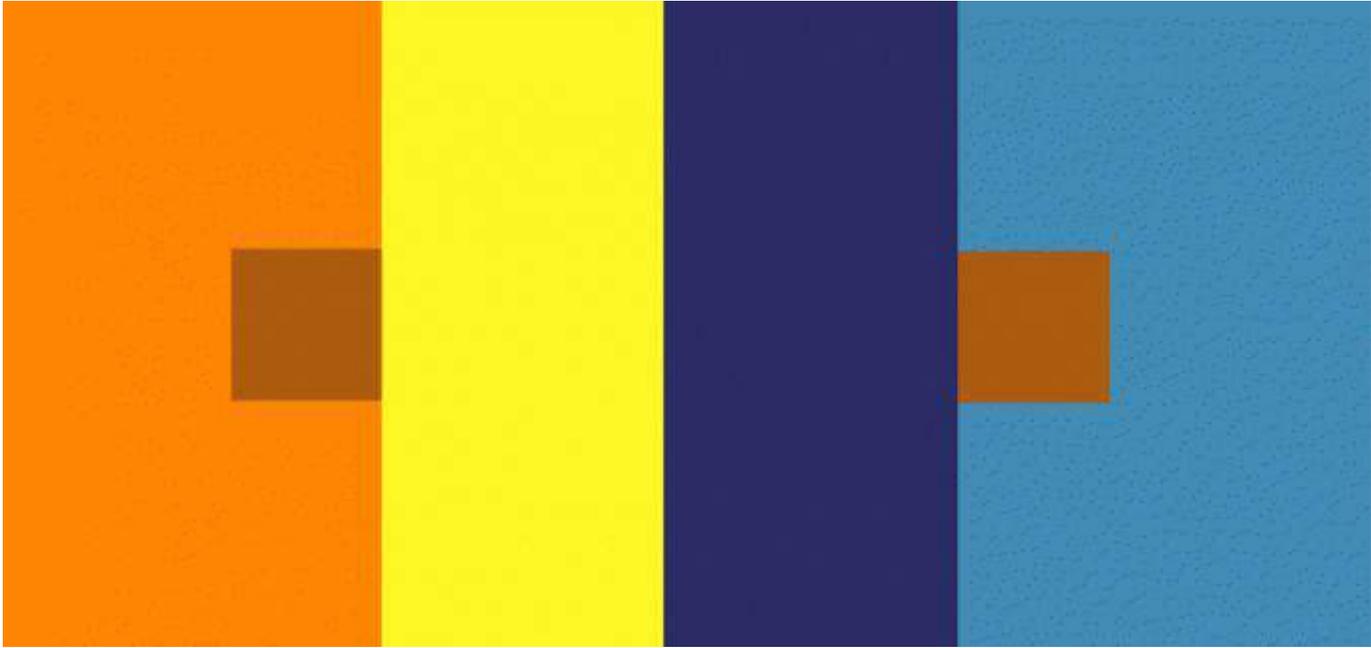


Simultaneous Contrast

→ refers to the way in which two different colors affect each other.

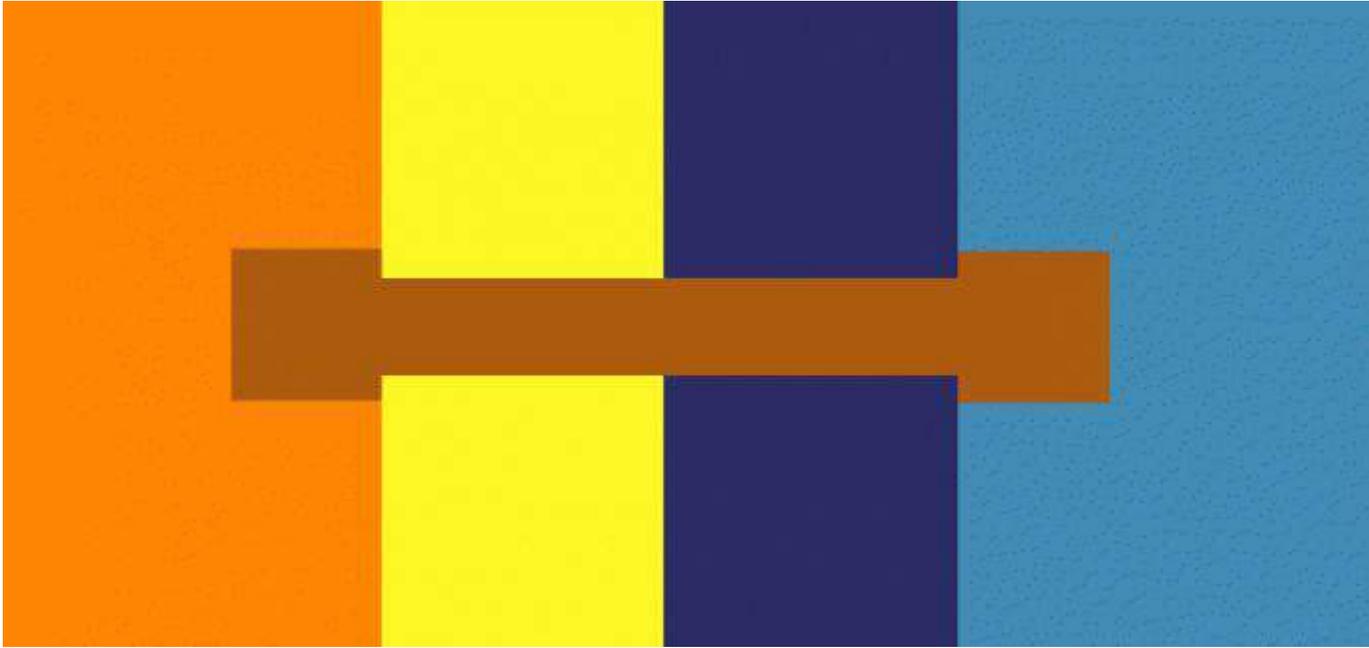


Source: notanothergardeningblog.com



Interaction of Colour, Josef Albers. Source: brainpickings.org

Which is darker?

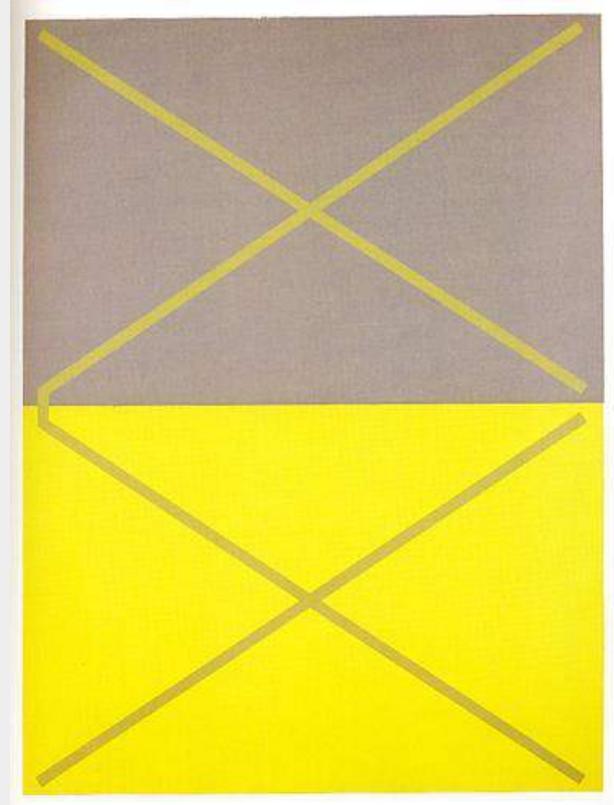
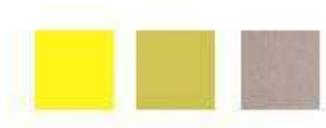


Interaction of Colour, Josef Albers. Source: brainpickings.org

2 colours, actually 1

Reversed Ground

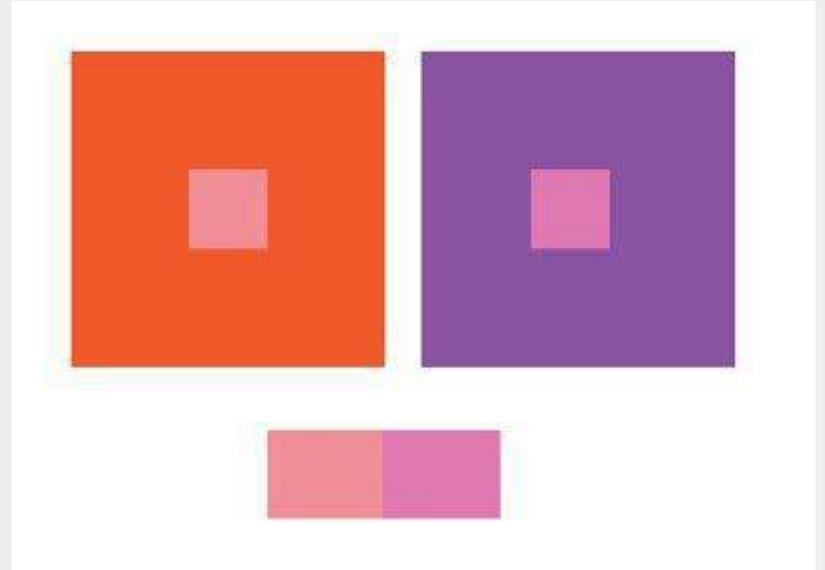
2 colours, actually 3



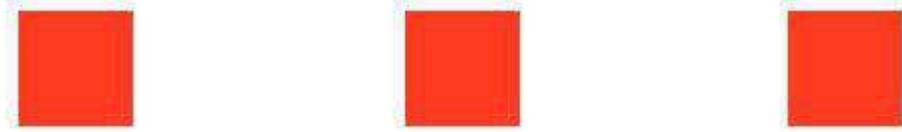
Source: collectingchroma

Colour Subtraction

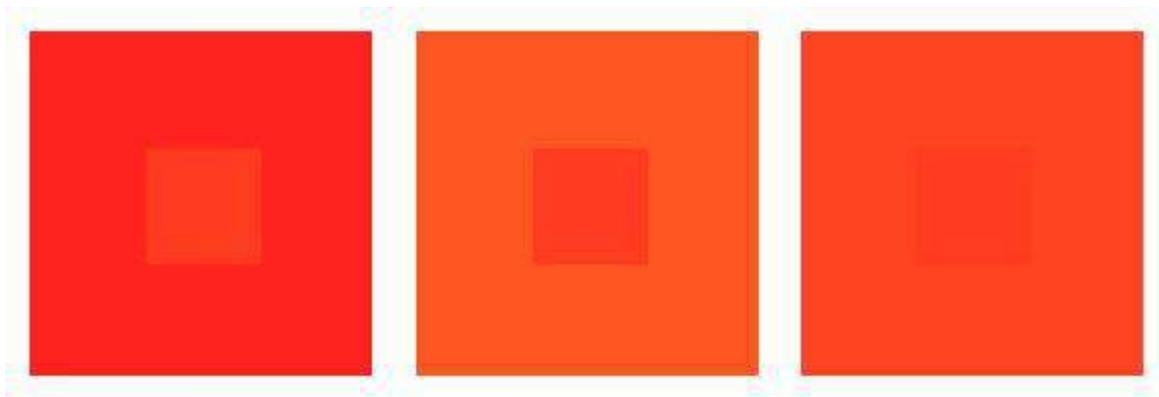
4 colours, actually 3



Source: ColorGRCC



3 Reds on white ground

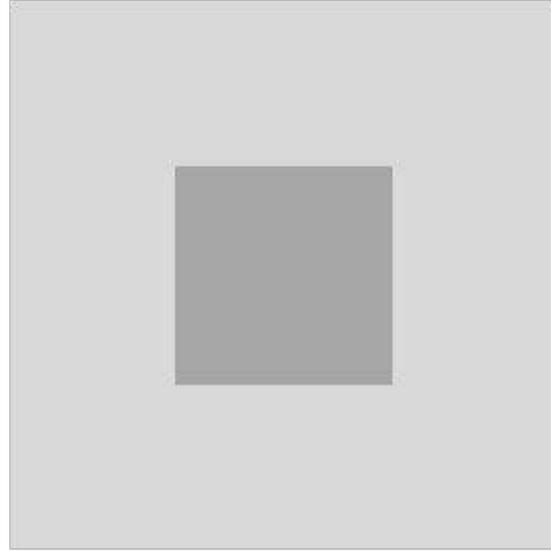
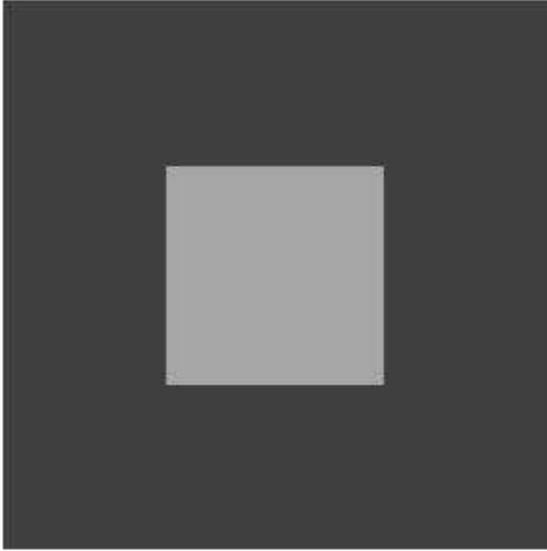


3 Reds on different reds



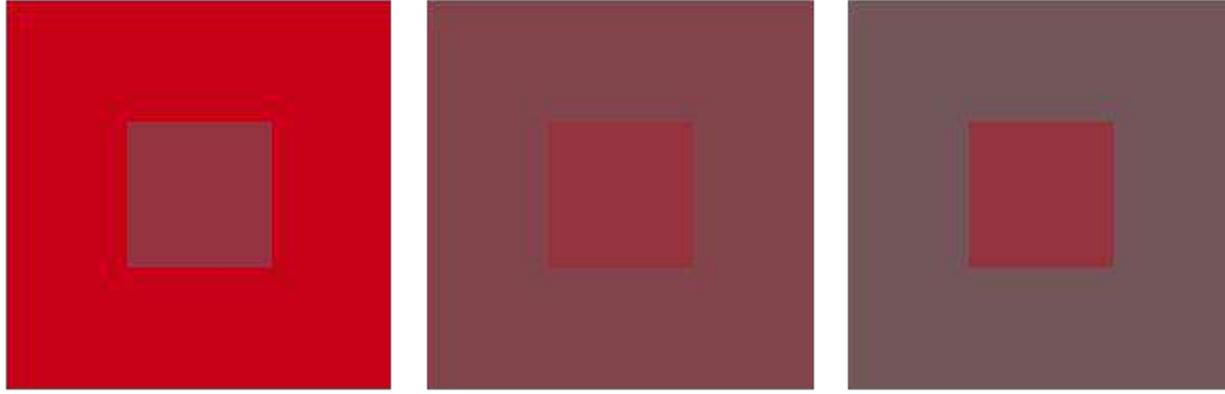
Source: uncrated.wordpress.com

Increase in light



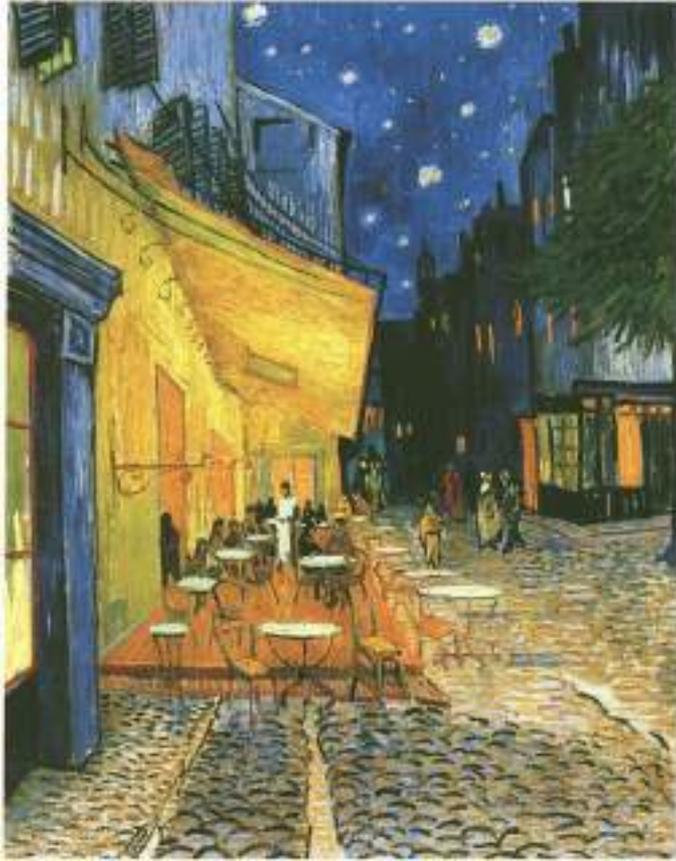
Source: notanothergardeningblog.com

Simultaneous contrast of Value

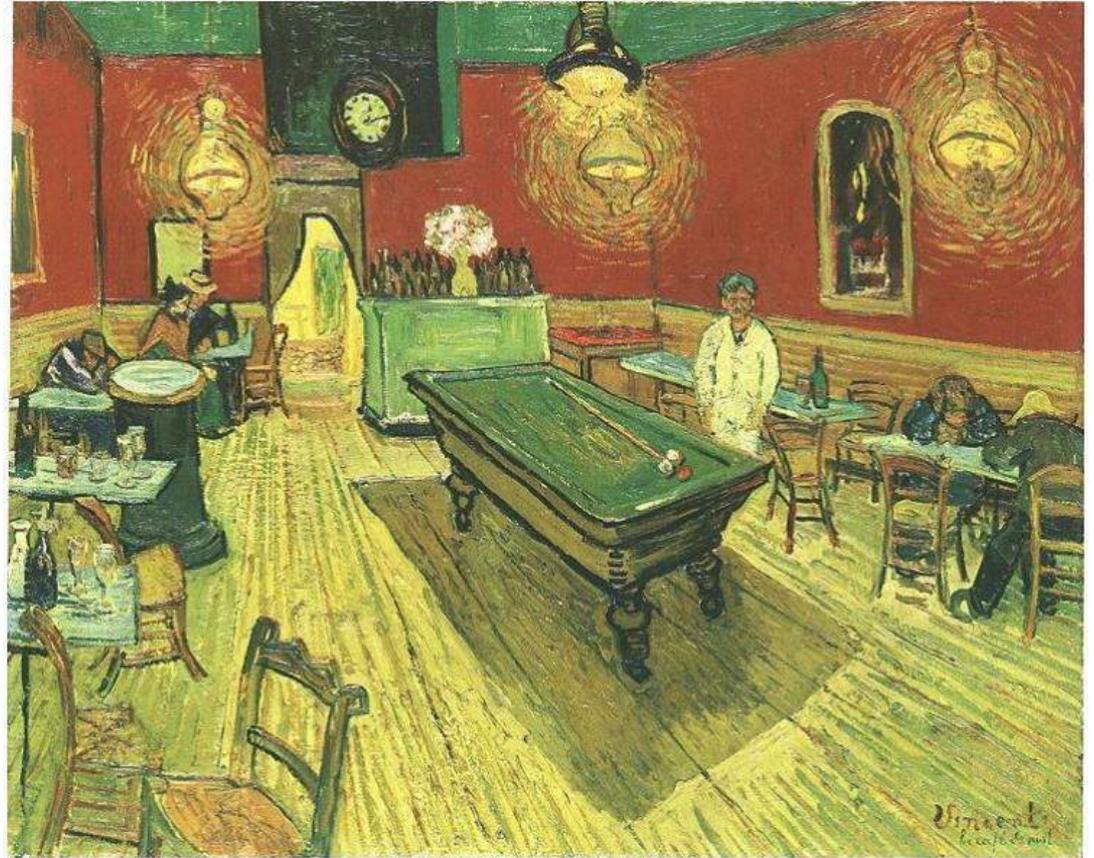


Source: notanothergardeningblog.com

Simultaneous contrast of Saturation



Source: vangoghgallery.com



Source: vangoghgallery.com

Space illusion

Warm colours -> Near
Cool Colours -> Far



Source: toperfect.com



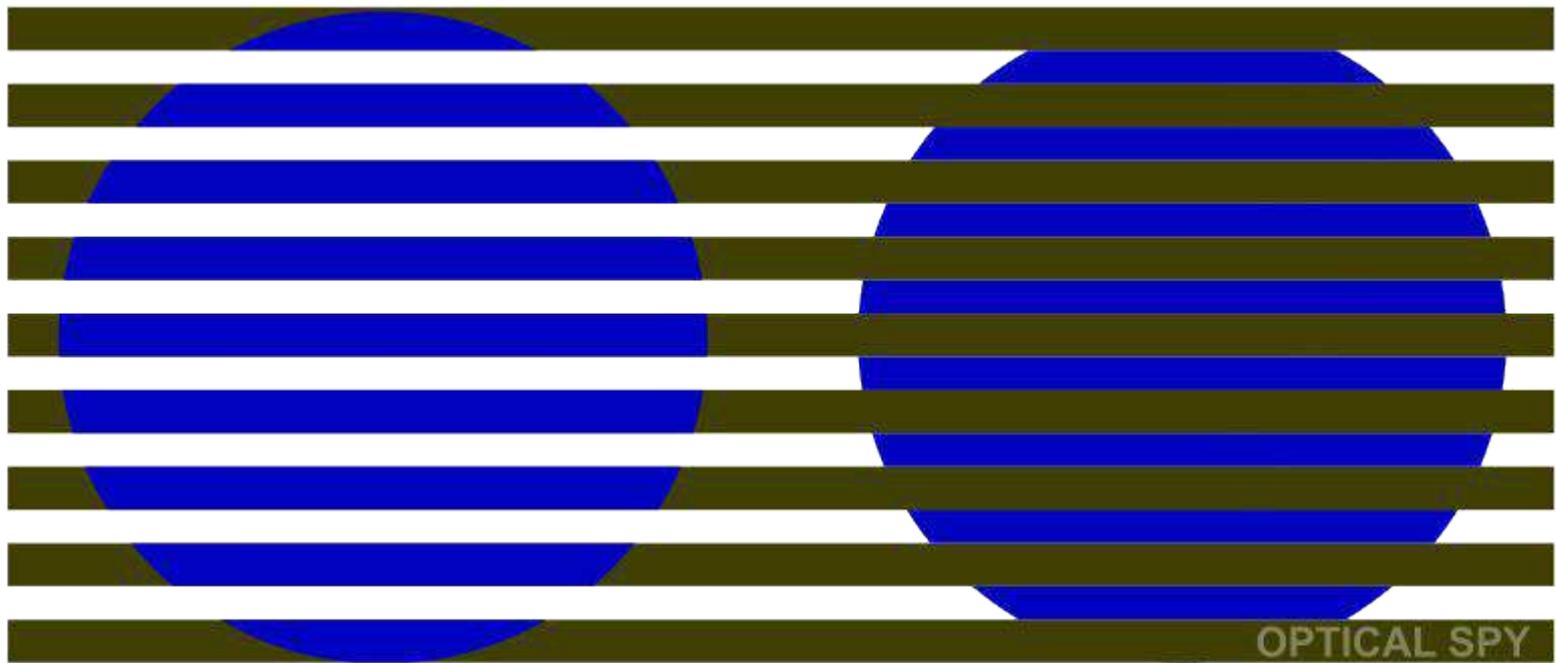
Source: cdn.decorpad.com



Source: st.hzcdn.com

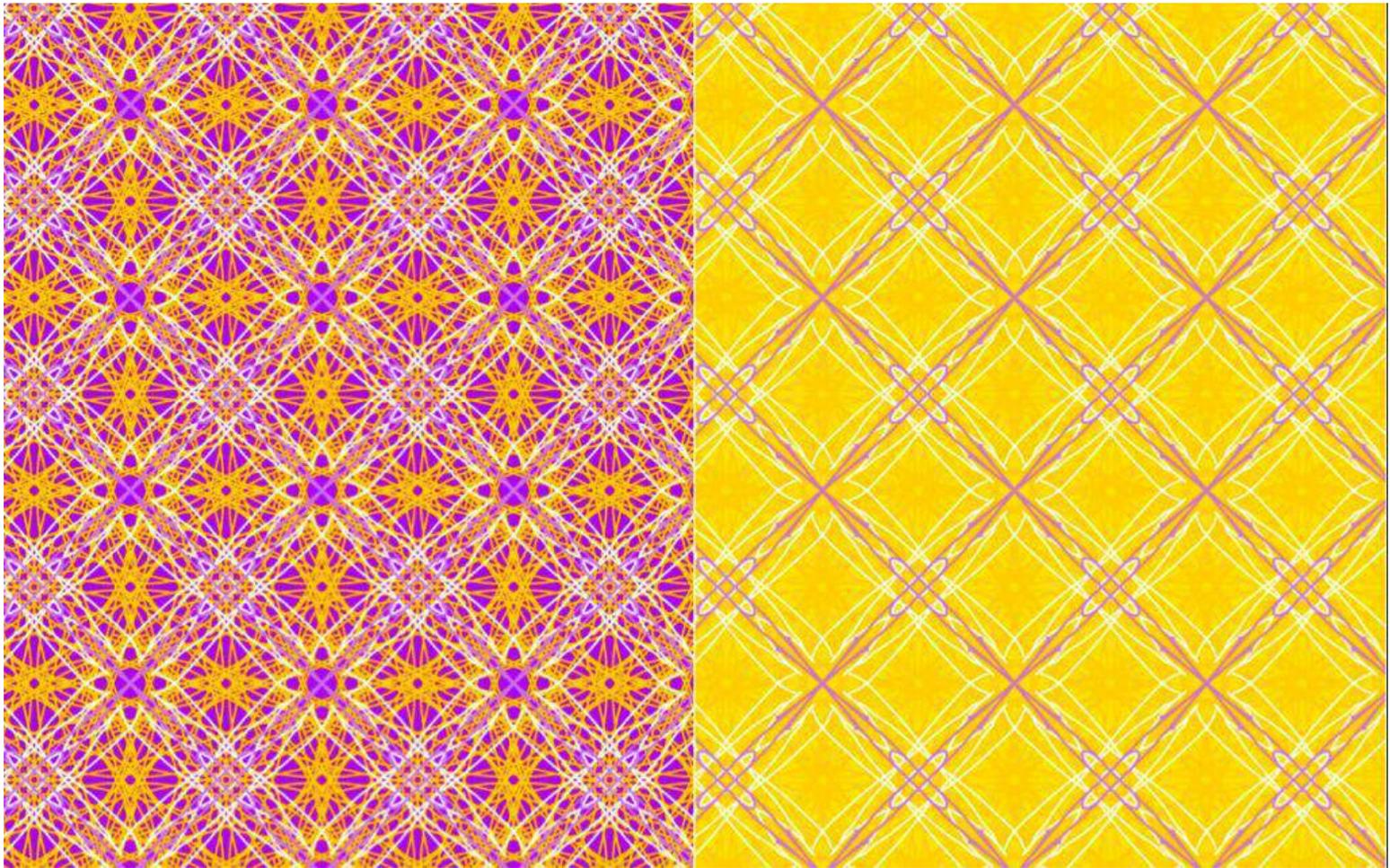
Bezold Effect

→ the substitution of a single color causes every other color in the design to shift in relationships



OPTICAL SPY

Source: opticalspy.com



Source: newopticalillusions.com

Bezold Effect



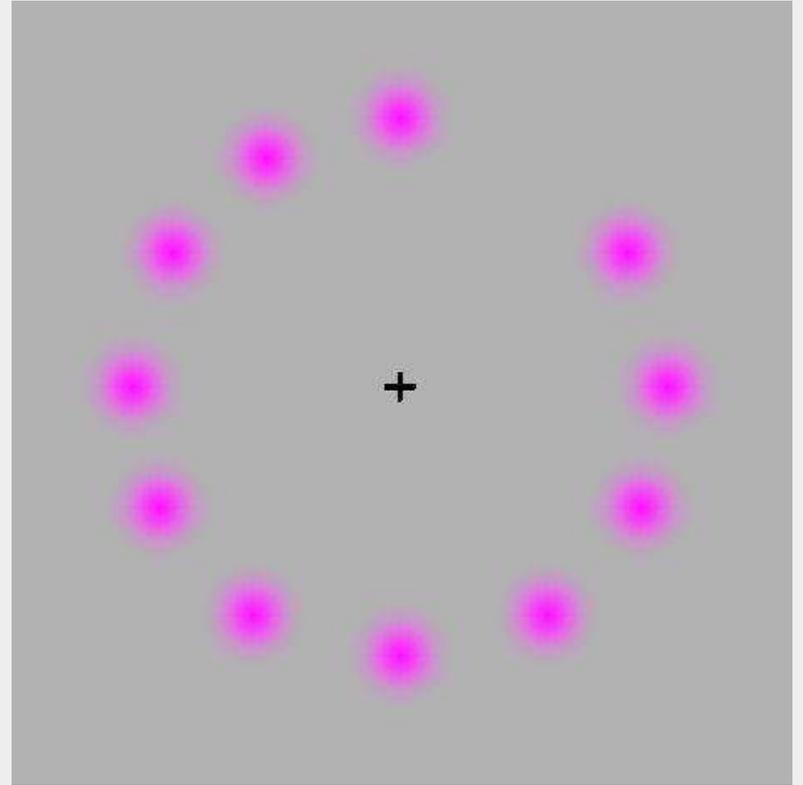
Source: [handslikeice.deviantart.com](https://www.deviantart.com/handslikeice)

Successive Contrast

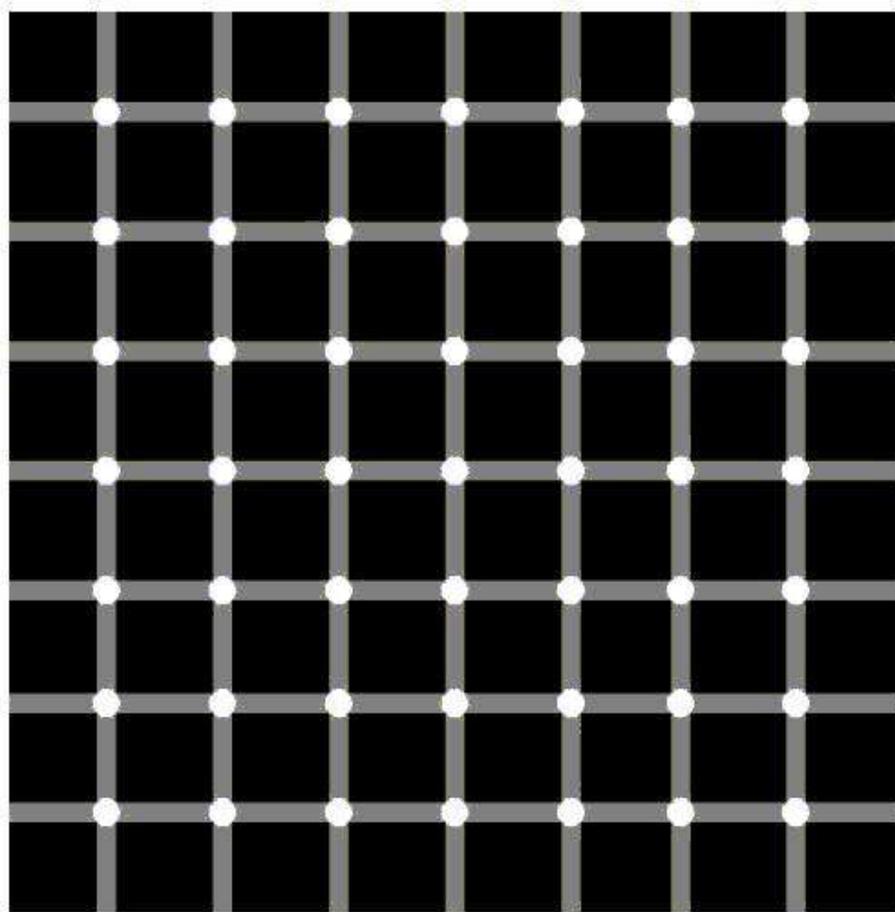
→ the effect created when you look at an object or a color immediately after you have observed an object or color

After image

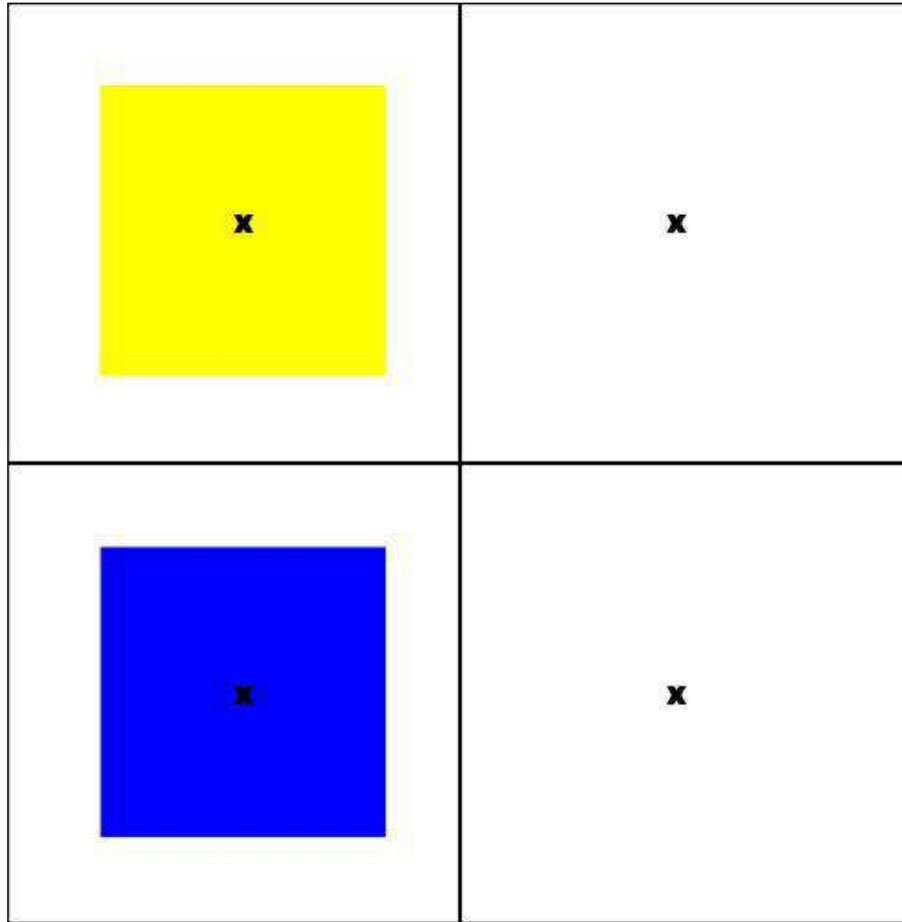
Colours are always complementary to that of the original image



Source: catherineshafer.com



Source: color-theory-phenomena.nl



Source: ldcompanion.wordpress.com

Colours will be perceived differently
in...

- different lighting
- different colour background
- change of a single colour
- colours that are too bright

Colours will be perceived differently
in...

- different lighting (Colour Constancy)
- different colour background
- change of a single colour
- colours that are too bright

Colours will be perceived differently
in...

- different lighting (Colour Constancy)
- different colour background
(simultaneous contrast)
- change of a single colour
- colours that are too bright

Colours will be perceived differently
in...

- different lighting (Colour Constancy)
- different colour background
(simultaneous contrast)
- change of a single colour (bezold
effect)
- colours that are too bright

Colours will be perceived differently
in...

- different lighting (Colour Constancy)
- different colour background
(simultaneous contrast)
- change of a single colour (bezold
effect)
- colours that are too bright (successive
contrast)

DN

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