

## The Hidden Psychology of Colour

Countless studies indicate the importance of using colour to communicate important messages to the unconscious mind. Despite this, we tend to give little thought to what our office walls look like, or what shirt we wear to a meeting or interview. The colours of your website and other marketing materials play a key role in setting the tone of your business.

Below is a quick guide to help you start unlocking the hidden power of colour.

### Peaceful Blue

Blue shows loyalty and peace. It's a good choice for job interviews, a child's bedroom, and anywhere it's important to communicate tranquility. The sky and ocean appear blue, as do some birds, like the Blue Jay. Using blue as part of your business can help relieve stress and anxiety.



### Conscientious Green

Synonymous with ecology—and thus, with Muskoka—green has become popular in recent years. It has a soothing, persuasive effect. Traffic lights meant to advance the flow of vehicles are green. Green is also the colour of abundance, youth, and vitality. Use this colour on your website and you'll create an impression of subtle power and sustainability.





## Cheerful Yellow

Yellow is a powerful colour. It symbolizes happiness, optimism, and concentration. Because it's hard on the eyes—some studies show babies crying more in yellow rooms—it should be used cautiously. Choose yellow to create a short, attention-grabbing statement.

## Luxurious Purple

In olden times, Tyrian purple—a dye extracted from mollusks—was used in the fabrics of royal garments. As a result, it's come to represent luxury and opulence. Purple can also be used to suggest seduction and romance. Use purple in your life or business to represent these qualities.



## Powerful Red

The most intense colour, red embraces a spectrum of emotion: love, anger, passion, confrontation. Like yellow, red should be used sparingly and with careful consideration. Under the right circumstances, it can be a power addition to your business, life, or website.



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