

COLOURS AND THEIR MEANINGS FOR DAY TO DAY

Colours are in everything we see.

They are mood enhancing and we mostly don't even notice them!

COLOURS, MEANINGS AND HISTORY

Red

* Ancient Times: Often associated with blood, sacrifice, and war. In many ancient cultures, red represented strength and vitality.

* Middle Ages: It was linked to love and passion, as well as sin and danger.

* **Modern Times:** Represents love, passion, and power, but also anger and aggression. In some cultures, it symbolises good luck (e.g., in China).

Blue

* Ancient Egypt: Revered for its association with the sky and the sea, blue symbolised the divine and the gods.

* Middle Ages: Blue became associated with the Virgin Mary and was seen as a symbol of purity and tranquility.

* **Modern Times:** Represents calmness, trust, and reliability, but can also evoke feelings of sadness.

Yellow

* Ancient Egypt: Associated with the sun and gold, symbolising wealth, prosperity, and the divine.

* Middle Ages: Yellow was sometimes linked with jealousy and betrayal (e.g., the yellow badge worn by Jews).

* **Modern Times:** Generally represents happiness, optimism, and energy.

Green

* Ancient Cultures: Represented nature, fertility, and rebirth. Green was often connected with agricultural abundance.

* Middle Ages: Associated with jealousy and inexperience ("green-eyed monster").

* **Modern Times:** Symbolises growth, harmony, and freshness, but can also be associated with envy.

Purple

* Ancient Rome: Signified royalty and wealth, as purple dye was expensive and labor-intensive to produce.

* Middle Ages: Continued to be a colour of nobility and was often worn by kings and queens.

* **Modern Times:** Represents luxury, power, and ambition, but can also indicate creativity and spirituality.

Black

* Ancient Cultures: Often associated with death and the underworld, but also with fertility and the fertile soil of the earth.

* Middle Ages: Signified mourning and was commonly worn during periods of sorrow.

* **Modern Times:** Represents elegance and sophistication (e.g., the "little black dress"), but can still signify death and destruction.

White

* Ancient Egypt: Associated with purity, light, and goodness, and used in religious contexts.

* Middle Ages: Signified innocence and was often worn by brides.

* **Modern Times:** Represents purity, simplicity, and peace, but in some cultures, it is associated with mourning (e.g., in some Asian cultures).

* Ancient Symbolism: In some cultures, orange represents warmth and enthusiasm, often related to the sun.

* **Modern Significance:** Seen as a fun, vibrant colour that encourages creativity and is associated with autumn.

Pink

* Historical Context: Initially a colour that represented young boys (due to its proximity to red), it evolved to symbolise femininity and romance in the 20th century.

* **Modern Times:** Often associated with love, compassion, and femininity.

Emotional Impact: Different colours evoke different emotions. For instance, blue can promote calmness and tranquility, while yellow can inspire happiness and energy. Understanding these associations can help us create environments like homes or workplaces that enhance our mood.

Communication: Colours are powerful in non-verbal communication. For example, red can signify urgency or importance, while green often represents safety or go-ahead. This understanding can help in creating effective signage and communication strategies.

Decision Making: Colours can influence our decisions. In marketing and advertising, certain colours can grab attention and encourage purchases. Knowing the psychological effects of colours can help consumers make more informed choices.

Productivity: Certain colours in a workspace can boost concentration and efficiency. For example, green is often associated with creativity, while blue can foster focus. Choosing the right colours for an office or study area can enhance productivity.

Everything I make is in tune to the relative colours and scents as fragrances also have their own meanings too. Thank you for downloading my information sheet.

I hope this helps you to plan your moods and feelings.