

CASE 6.3
LANGUAGE OF COLOR
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Instructor Notes

Colors have their own language, and the meaning of a particular could vary by culture. Preferences for or dislikes of certain colors are determined by culture.

Based on an informal study done in Russia, the perceptions of colors are shown below.

Red: It catches people's eyes as soon as they see it. It tends to linger in memory. It induces actions, while sometimes exciting a person. The color symbolizes fire, thus having a warming effect on people.

White: It symbolizes lightness. This is a color of weightlessness and purity. It pacifies and refreshes people. It induces positive emotions and feelings. The color also brings good luck, and it pleases our eyes.

Black: This is an elegant color which symbolizes affluence, stability, and common sense. While it is able to pacify some people, it can depress others. A lot of black can intimidate people, and it may cause disagreeable thoughts. The majority of respondents in the study did not feel that this color brought any luck.

Green: It is a warm color which comforts us and which has a relaxing effect. It makes people think positively. The color is associated with nature, joy, and luck.

Violet: It soothes and pacifies people. It pleases our eyes. This soft and tender color is perceived to be more likely to bring luck.

Yellow: It provokes joy and catches attention. It lingers in memory longer than any other colors. It has a warming effect while inducing a positive mood.

Pink: It is warm and tender, and it is a color of insouciance and naivety. Some respondents stated that the color relaxed them, but others view it as of a frivolous color.

Blue: It chills and pacifies people. It is associated with depth, mystery, and freshness. It often invites positive emotions.

Pale blue: It embodies eternity, serenity, freedom, freshness, and purity. It pleases our eyes, and it chills and soothes people. Some respondents felt that the color brought luck.

Orange: It is warm, catches attention, and causes positive thoughts. It induces actions. It improves mood and brings luck, joy, and delight.