

Colours & emotions

Individual project

Perceptions of colour are somewhat subjective but there are some colour effects that have universal meaning. Colour-related emotion depends on your personal preference and past experiences with the colour. The way colours affect emotions depends on the brightness, shade tint or tone. Colours can also have different meanings in different cultures.

Warm colours such as red, orange and yellow evoke all kinds of emotions. It ranges from comforting and warm feelings to anger and hostility. Warm colours are often associated with feelings of happiness, optimism and energy but can also signal danger.

Cool colours such as blue, purple and green are often more calm but can also display sadness or indifference. Purple is often used to help with creativity.

Happy colours

Happy colours are often bright, warm colours such as yellow, orange, pink and red. The brighter and lighter a colour, the more happy and optimistic you feel. By combining multiple primary and secondary colours together it can give a youthful, colourful effect.

Sad colours

Sad colours are dark and muted. Examples are black, gray, blue, green or neutrals such as brown. It does depend on how they're used.

Calming colours

Cool colours like blue and green can make you feel calm. Neutrals like white can also make you feel calm. The fewer colours you combine and the more simple and pared back a design is, the more calming it will feel.

Energizing colours

Strong, bright and neon colours can have a powerful effect on emotions. Examples are bright red, bright yellow and neon green. It can get irritating on the eyes so you have to be careful. The colours will grab your attention.

Duo project

Colours and the corresponding emotions are subjective but there are some colours that are commonly used.

Red: anger, embarrassment, passion or lust

Orange: playful, energetic, cheap

Blue: shyness, sadness, calmness, trustworthy, inviting

Yellow: cowardice, happiness, caution, friendly

Green: disgust, envy, friendliness, greed, natural, stable

Purple: pride, fear, courageousness, luxurious, mysterious, romantic

Grey: depression, regular sadness, stoicism, neutral, formal

Black: coldness, mournfulness, edgy, powerful

Pink: cheeriness, embarrassment, love, young, feminine, innocent

White: shock, fear, coldness, mournfulness, clean

Which colours should we use for which emotion?

There are seven basic human emotions which are: joy, sadness, anger, surprise, neutral, fear and disgust. To figure out which colour fits with which emotion, we will use Plutchik's emotion wheel. In this wheel, emotions are arranged by colours that establish a set of similar emotions. The vertical dimension represents intensity and the circles the degrees of similarity. The primary emotions are located in the second circle and each row out from there is a milder version of the core. The area between colours is made up of two secondary emotions.



If we follow Plutchik's wheel we can match the basic emotions with the following colours:

Joy is yellow.

Sadness is blue.

Anger is red.

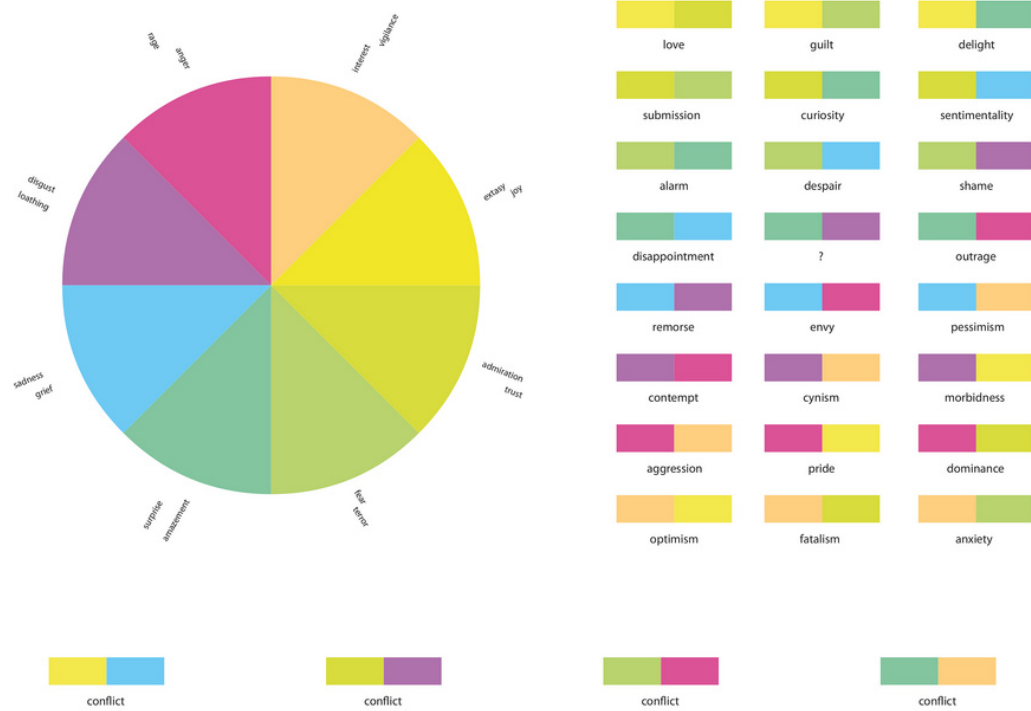
Surprise is dark green/blue.

Neutral is purple/pink or white.

Fear is bright/dark green.

Disgust is purple.

In the image below it shows which colours can be paired to fit with the emotions.



<https://acoarecovery.wordpress.com/2011/05/18/identifying-emotions-part-1/>

<https://positivepsychology.com/emotion-wheel/>