

EMOTIONS AND COLOR

There exists a universal range of emotions triggered by color.

Tap into these emotions using color choices in your scrapbook pages.

Yes, color does matter.

WARM COLORS

Use warm colors to maximize emphasis.

Bright colors attract our eyes first. Do not overuse them.

COOL COLORS

Use cool colors to minimize emphasis.

Warm and cool colors are on the opposite sides of the color wheel.

BREAKING OLD HABITS

We often get in the rut of using papers and kits that match the clothing or other colors in the photos. Finding a complementary color scheme to work with the photos is a simple way to make the perfect layout.

However, what would happen if you would think about conveying emotions with color first without regard to the colors in the photo.

Would you end of choosing a color that does not complement the colors in the photo? What are some techniques that you could use to make the “emotion-provoking color” work with the colors in your photos?



hot, excitement, urgency, vitality, ambition, willpower, strength, vigor, courage, pioneering spirit, confidence, security and safety, courage, power, nervousness, passion, love, alertness, force, energy, excitement, speed, impulsive

the negative of red: irritation, impatience, hostility, aggressiveness, anger, blood, danger

Does dark red invoke a different emotion than light red?

symbols: love/heart, stop sign, rose



ORANGE

warmth, vibrant, joyful, playfulness, resourcefulness, sociability,
happiness, success, social confidence, enjoyable relationships, cheering,
optimism, inspiring, tender

symbols: pumpkin



YELLOW

warmth, cheerfulness, happiness, brightness, mental clarity, optimism, wisdom, self-esteem, inspiration, curiosity, empowerment, confidence, courage, energy, sunny, concentration, freshness, youthfulness

negative of yellow: considered sacred to Chinese culture, sadness in Greece culture, and jealousy in France culture

symbols: sun, light bulb, school bus



balance, peace, nature, renewal, love, hope, harmony, self control, life, growth, health, environment, rest, calmness, stress reduction, normality, relaxation, money, fresh, abundance

the negative of green: jealousy, envy,

symbols: dollar bill, grass, green-light-go



peace, truth, power, coolness, tranquility, calmness, communication, personal expression, creativity, decisiveness, vitality, knowledge, health, relaxation, calmness, sleep, trust, reliability, belonging, loyalty, security, contentment, soothing, corporate

the negative of blue: cold, insecure, pessimism, tired, melancholy, heaviness, “feeling blue”

Symbols: water, air, jeans



serenity, stillness, understanding, imagination, perception, intuition, awareness, sleep

the negative of indigo: depression

symbols: starry night, blueberry



VIOLET/PURPLE

creativity, beauty, inspiration, selflessness, generosity, artistic, wealth, royalty, sophistication, intelligence, spirituality, dignity, mystical,

the negative of purple: represents death in Brazil

symbols: flower, crown



MAGENTA/FUCHSIA

balancing, soothing, relaxing, gentle, blushing

symbols: jewel



Soft, sweet, nurture, security, relaxation, stress relief, calming, feminine

symbol: bunny,



TURQUOISE (AQUA)

soothing, refreshing, purity, oratory, calmness, confidence, openness,
cooling, relaxing, expressive, sleep, sensitive, stillness,

symbols: ocean



BLACK

sophistication, elegant, seductive, strength, powerful, strong, class, richness, honor, timeless,

the negative of black: evil, death, mystery, rebellion, nothingness, surrender

symbol: space

GREY

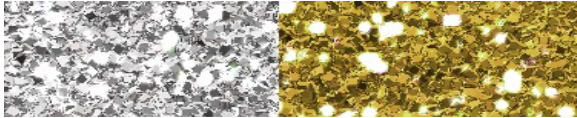
neutrality, uncommitted, uninvolved, emotionless,



purity, cleanliness, lightness, emptiness, pure, clean, youthful, mild,

the negative of white: color of death in Chinese culture

symbol: lace



GOLD AND SILVER

prestige, expensive, scientific



BROWN

neutrality, dirty, earth, foundation, heritage,