

Space for ideas – colour psychology

Colour psychology is all about how colours make people feel. Different colours can stimulate different parts of the brain, so it is definitely worth taking colour into account when planning a 'creative space' or just using colour for inspiration or to create a 'mood'. [For more information about colour and creativity please see the Feng Shui fact sheet.](#)

Colour	Associated with	Pitfalls
Red	Passion, danger, heat, adventure, optimism, power, energy	Can be seen as aggressive, it can be overpowering and may cause headaches. Consider colour blind people as red/green colour blindness is the most common
Pink	Love, femininity, youth	Can appear to be very girly, or symbolise naivety or weakness
Orange	Stability, warmth, reassurance	Can be seen as attention-seeking, could make dark rooms appear smaller
Yellow	Spirituality, happiness, growth	Might enhance feelings of emotional distress. Can symbolise cowardice, dishonesty and deceit
Green	Nature, energy, calm, balance, security, life, growth, good luck	Can also symbolise jealousy and envy
Blue	Calm, peacefulness, loyalty, serenity, authority, promotes intellectual thought	Can be cold and unwelcoming. Can symbolise sadness, depression, and is thought to suppress hunger
Purple	Joy, creativity, spirituality	Can symbolise evil/cruelty, death, arrogance
Brown	Security, stability, very practical	Not very mentally stimulating. Can also be seen as dirty or dull
Grey	Modernity, intelligence	Can be seen as boring or dull. Also symbolises old age and sadness
White	Cleanliness, innocence, purity, peace, simplicity	Can be seen as cold, clinical and sterile. White symbolises death in Eastern cultures
Black	Sophistication, eccentricity, drama, power	Can be depressing, and bring about feelings of fear, unhappiness, anger and remorse. Black symbolises death in Western cultures