Lifehacking With Color Psychology
-The Cheat Sheet and Reference Guide

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Red
Warm Color   Most Appetizing   Makes people hungry   Associated with Food   Passion
Can cause anger   Weddings in Asia   Love   Assertive/Decisive   Fattening (when worn)
Sexy (attractive on date)   Shown to raise blood pressure
Opposite on color wheel: Green

Orange
Warm Color   Energy   Most often found in food   Appetizing   Fall and Autumn Holidays
Opposite on color wheel: Blue

Yellow
Warm Color   Most difficult for our eyes to process   Sunny/Cheerful   Decay
Discomfort if too saturated   Can cause fighting/temper tantrums
Strongest color combo is yellow and black (safety signs, school buses, etc)
Opposite on color wheel: Purple

Green
Cool Color   Easiest color for our eyes to process Nature/Environment Calming
Green room on talk shows   Replaced black boards in schools
Opposite on color wheel: Red

Blue
Cool Color   Sea/Sky/Ice   Relaxing   Sadness
Least appetizing   Aids study and concentration
Public Service   Denotes Loyalty/Trust
Best color to wear at job interview
Opposite on color wheel: Orange

Purple
Cool Color   Royalty   Spirituality   Exotic   Wealth   Mysterious
Considered unlucky in Italian theatre
Opposite on color wheel: Yellow

Brown/Tan
Neutral Color   Down to Earth   Old Fashioned   A bit "Square" (ex. Brown suit)
Chocolate/Coffee   Decay/Waste   Great for Celebrity Damage-Control/cultivate a more wholesome image

Silver/Gray

Neutral Color   Riches   Technology   Cutting edge/Modern   Futuristic

Black & White can suggest an earlier time/ be more dramatic/dynamic/romantic   Stormy/Gloomy

White

Neutral Color   Composed of all colors of the spectrum   Purity   Innocence

Cleanliness   Weddings in West   Death in Asia   Implies Space

Professional (web design, etc)   Use white (or light gray) text on dark background or vice versa

Black

Neutral Color   Black is the absence of color   Sinister   Rebellious

          Monsters   Evil

Most fashionable color   Death in the West   Unsettling   Can cause bad behavior in children

Pink

Little Girls   Soft   Innocent   Bubble gum/young girl teen culture

Makes people tired

          Used in mental hospitals   Used in opposing teams' locker rooms

For Further Reading:

Bibliography from: http://www.colormatters.com

Color/ General

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This book covers all aspects of color. An excellent starting point.

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A must for artists. Basic principles as well as interesting psychological and optical information.

2. Albers, Josef , THE INTERACTION OF COLOR , Yale University.
This classic book explains the critical contextual relationships of color. How and why colors change their appearance.

3. Arnheim, Rudolph, ART AND VISUAL PERCEPTION, University of California Press.
The most thorough and academic book about design principles.

4. Morton, J.L., COLOR LOGIC, Colorcom, 1998
A practical, visual guide that takes the guesswork out of color theory. This clear, concise, and fully-illustrated book presents a complete picture of color terminology, harmony, and dynamic color effects. 172 illustrations take you from undertanding essential theory to application. Currently being used as a text book for design courses in the US, Canada and Australia.

5. Birren, Faber, Color Perception in Art. 1976

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7. Goethe, J.W., Theory of Colours. 1971.

8. Chris Willard's/Hunter College - Reading List

9. Chronological Bibliography on Color Theory
In Spanish and English - Achronological bibliography on color theory, from Plato to 1997. You can perform a search by keywords here.

Color / Interior Environments and Architecture

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2. Mahnke, Frank and Mahnke, Rudolf, COLOR AND LIGHT IN MAN-MADE ENVIRONMENTS, Van Norstrand, 1993

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Color effects in the workplace. The same concepts can be applied to any critical task area. Physiological, psychological and optical effects of color plus formulas for harmonious color schemes.

5. Logrippo, Ro, IN MY WORLD: DESIGNING LIVING & LEARNING ENVIRONMENTS FOR THE YOUNG, John Wiley & Sons, 1995

6. Leatrice Eiseman, Colors for Your Every Mood : DISCOVER YOUR TRUE DECORATING COLORS - a basic guide for women

Color and Web Site Design

1. Visibone : Color References: Cards, charts, posters which helps you visualize all color options when laying out a site or composing graphic images.

2. Morton, J.L., COLOR LOGIC FOR WEB SITE DESIGN, Colorcom, 1998
A practical, visual guide that takes the guesswork out of color theory for web site designers. This clear, concise, and fully-illustrated book presents a complete picture of color terminology, harmony, and dynamic color effects. 223 illustrations take you from understanding essential theory to specific web design applications

3. Morton, J.L., COLOR VOODOO FOR E-COMMERCE
A complete pictorial guide to designing e-commerce sites by using color as the key to success.180 color illustrations

Color / Science / Physics

1. Falk,Brill ,and Stork, SEEING THE LIGHT, Optics in Nature, Photography, Color, Vision and Holography , John Wiley and Sons, 1986
An excellent technical source for the physics of light.

2. Color Research and Application
reports on the science, technology, and application of color in business, art, design, education, and industry.

3. MED-LINE searches
Search for chromotherapy, photobiology and color

Color / Philosophy

1.Westphal, Jonathan, COLOUR, A Philosophical Introduction , Basil Blackwell, 1991

Color / Psychology and Symbolism

1.Sharpe, Deborah, THE PSYCHOLOGY OF COLOR AND DESIGN , Nelson Hall Inc. 1982
An excellent scientific analysis of critical psychological color effects.

2. Morton, J.L., A GUIDE TO COLOR SYMBOLISM, Colorcom, 1998.
Confidently choose the right color to support your message with this visual guide to color symbolism. Each of the 100 + large color swatches are defined by specific symbolic associations and RGB/HEX

formulas.

3. Morton, J.L.,COLORS THAT SELL: TRIED AND TESTED COLOR SCHEMES, Colorcom 2004

4. Morton, J.L., GLOBAL COLOR: CLUES & TABOOS, Colorcom 2004

5. Peterson, L.K, GLOBAL GRAPHICS: COLOR - DESIGNING WITH COLOR FOR AN INTERNATIONAL MARKET
Illustrates how to choose the right colors for international designs

6. Hartman, THE COLOR CODE

7. Leatrice Eiseman, PANTONE GUIDE TO COMMUNICATING WITH COLOR - basics with beautiful illustrations

8. Gage, John, COLOR AND CULTURE. 1993.

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