

# A Brief Discussion

- A History
- Meaning
- Wheels
- Predictions
- Combinations

# A History of **C**olor

• Origins

• Visual Arts

• Science



# Six colors according to DaVinci

- White and black = lightness and darkness
- yellow = earth
- green = water
- blue = air
- red = fire

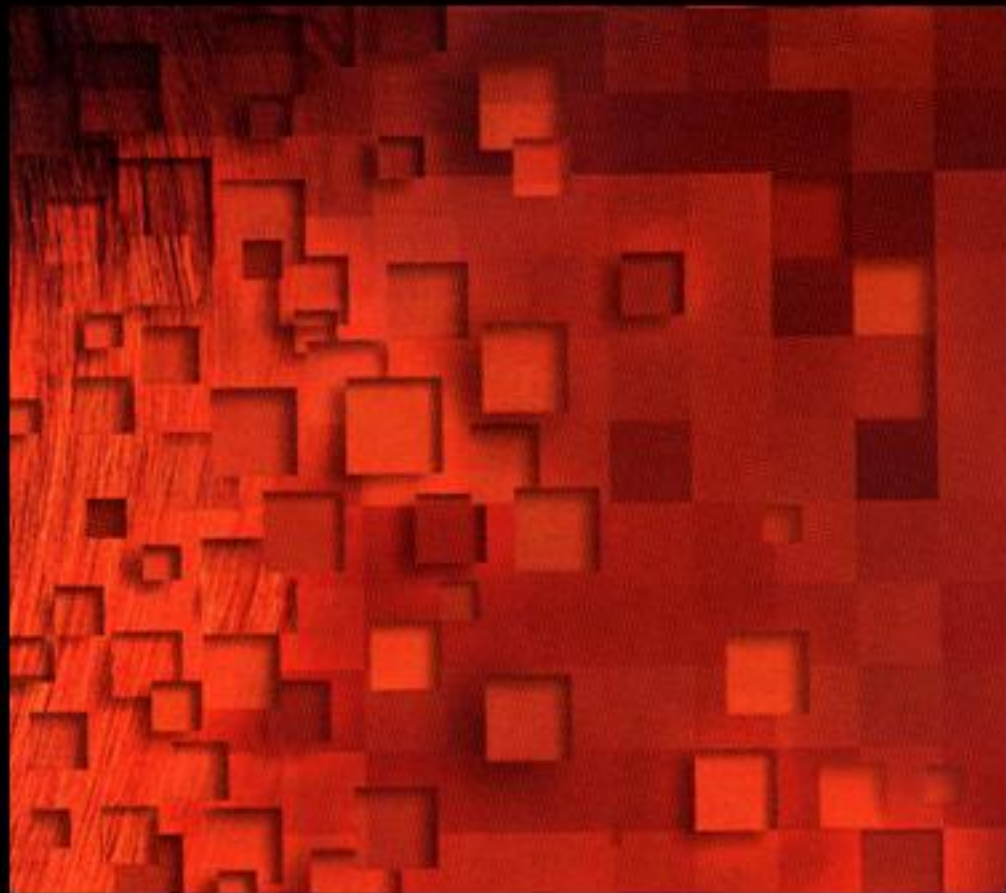
# C.G.Jung

- Blue: Thinking
- Red: Feeling
- Yellow: Intuition
- Green: Sensation

# Meaning

- excitement
- alarm
- struggle
- fanaticism
- warmth
- presence







- Common
- Earthy
- Natural
- Warm







- envy
- fresh
- sunny
- airy



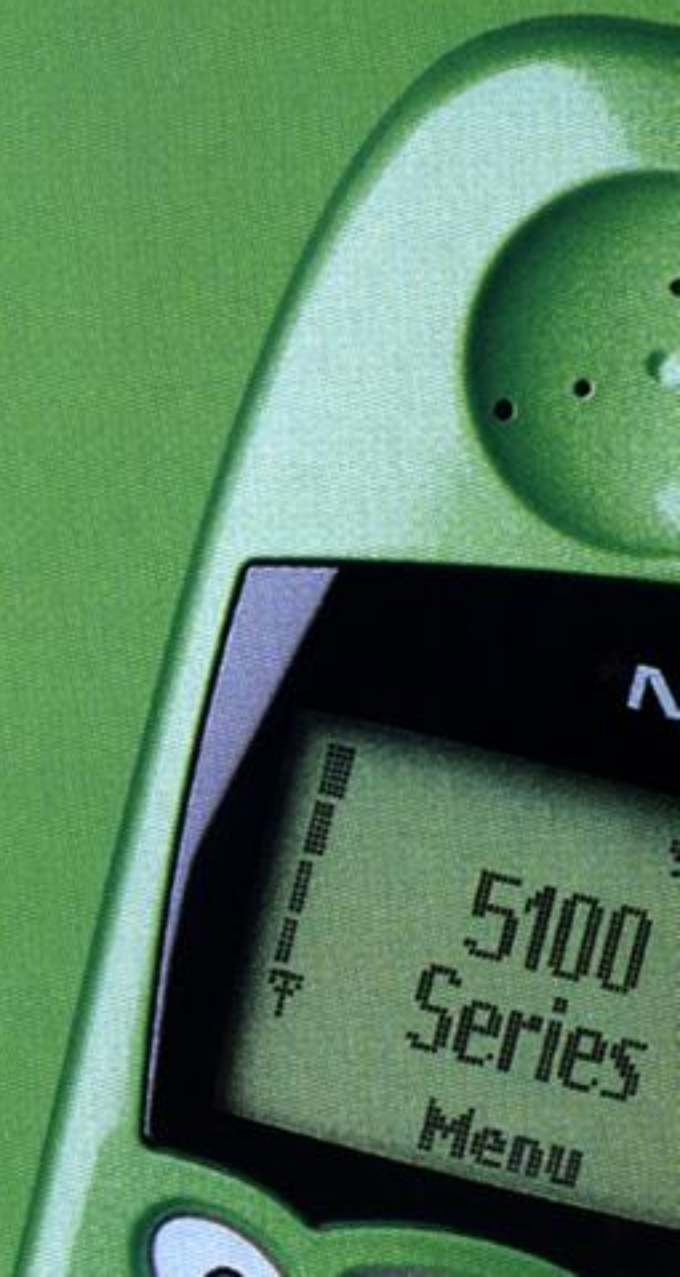


- Sour
- Jaundice
- Smokey



- hope
- envy
- immaturity





- fidelity, constant
- motionless
- longing
- purity
- coolness
- timelessness







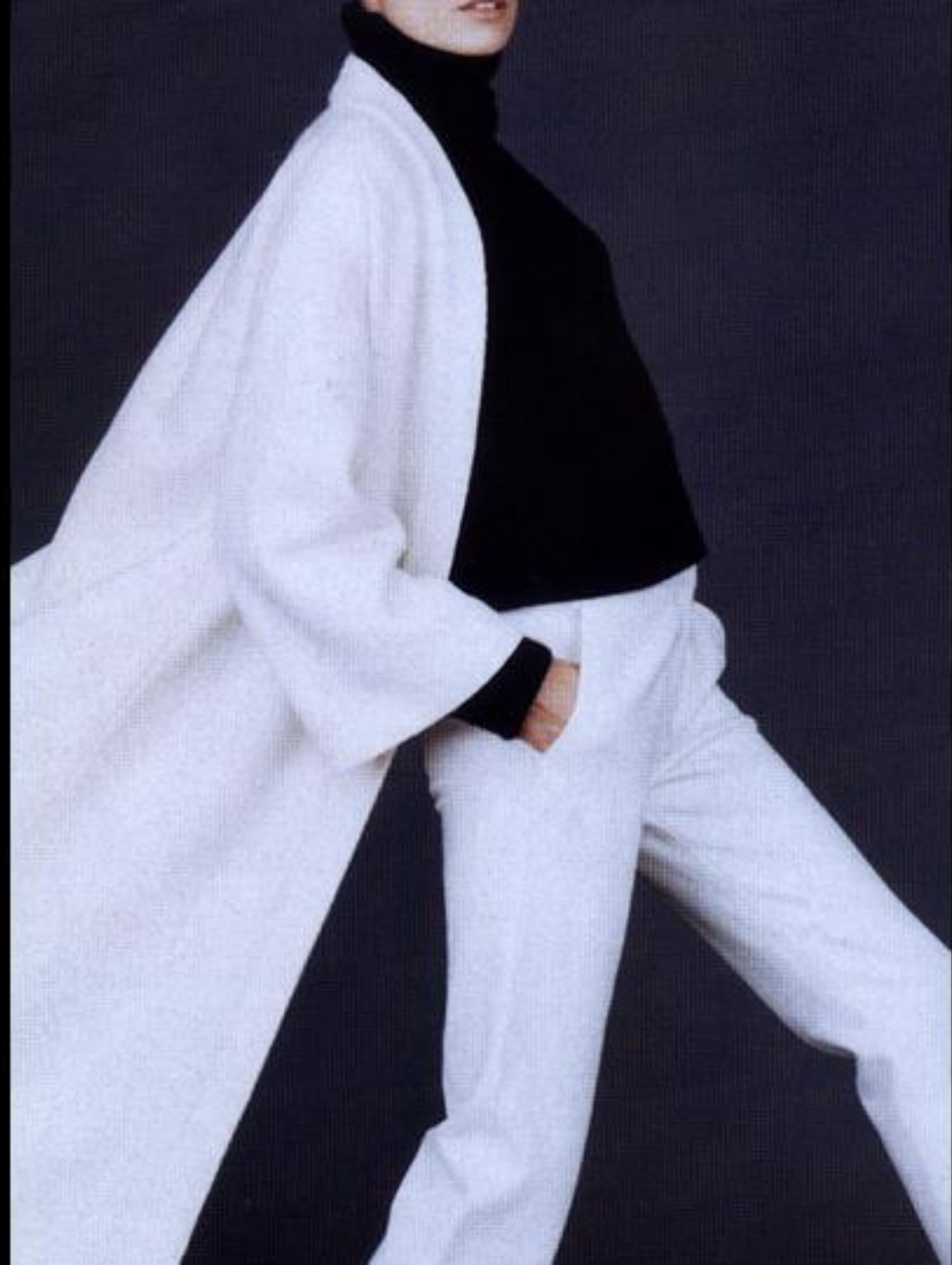
- **violence**
- **unadulterated,  
unalloyed**
- **regal, royal**







- night
- death
- magic
- wealth
- elegance



- purity
- virginity
- innocence
- peace





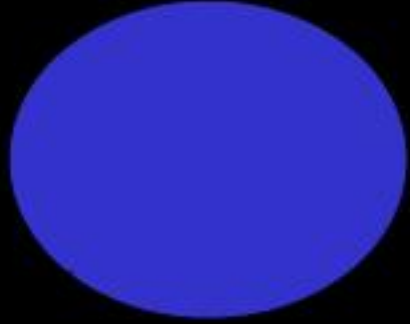
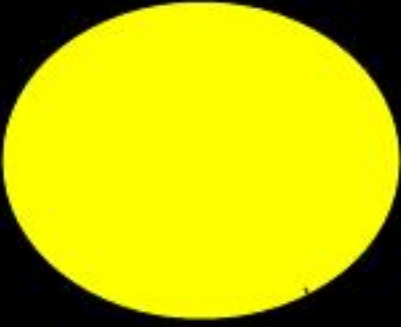


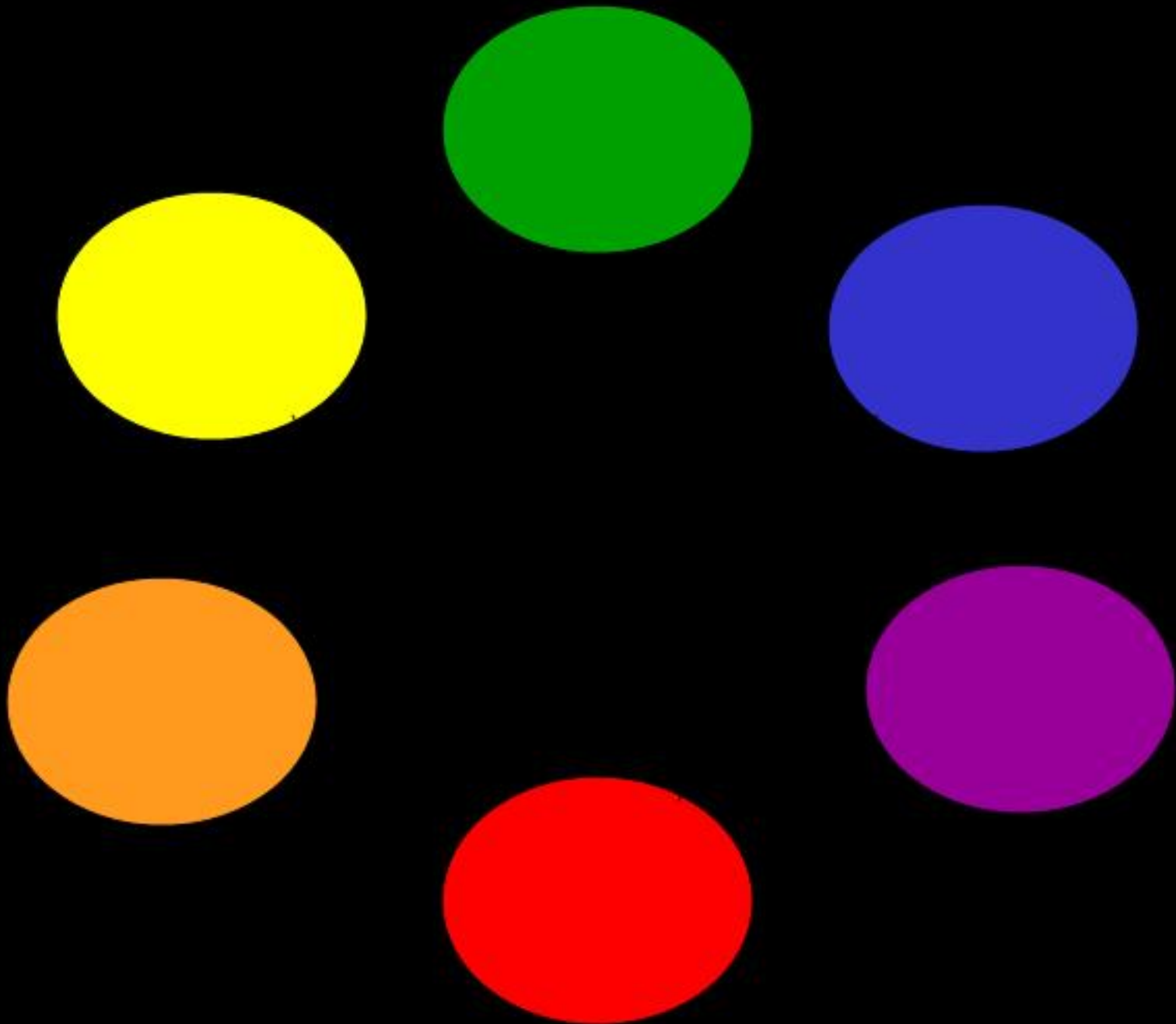


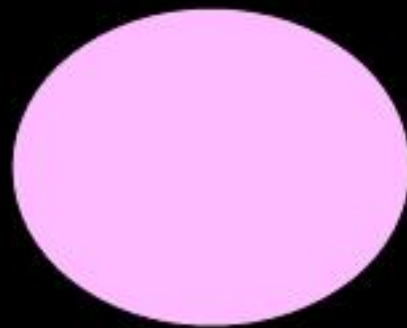
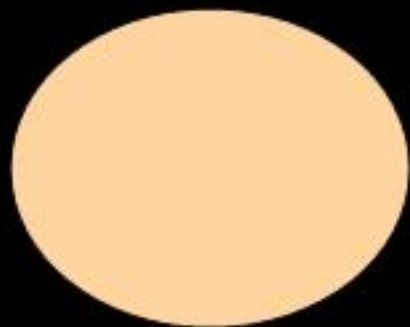
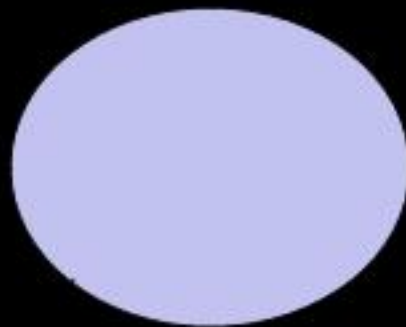
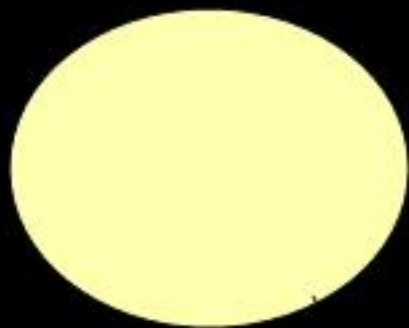
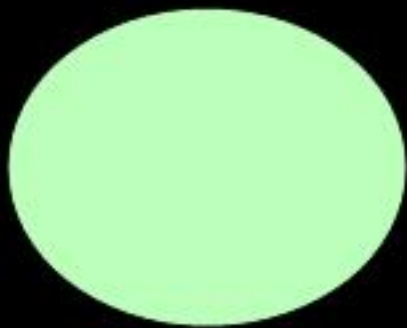


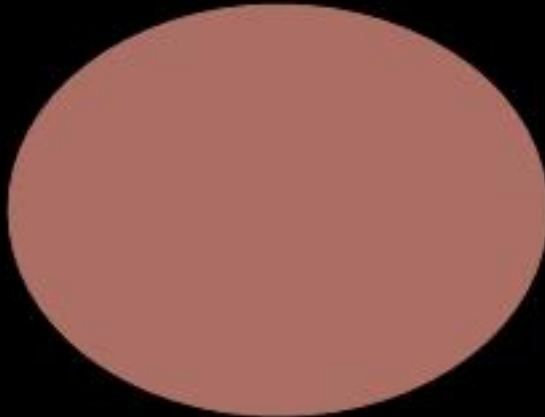
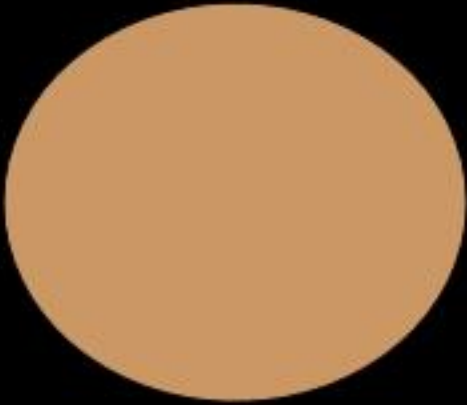
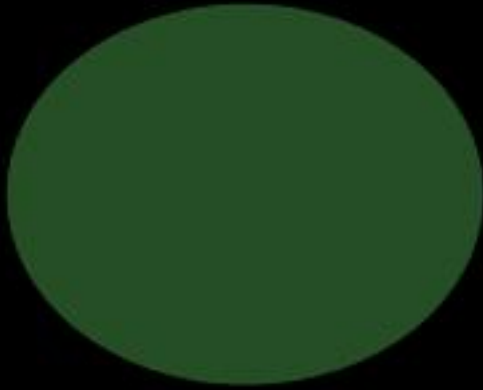
# Color Wheel

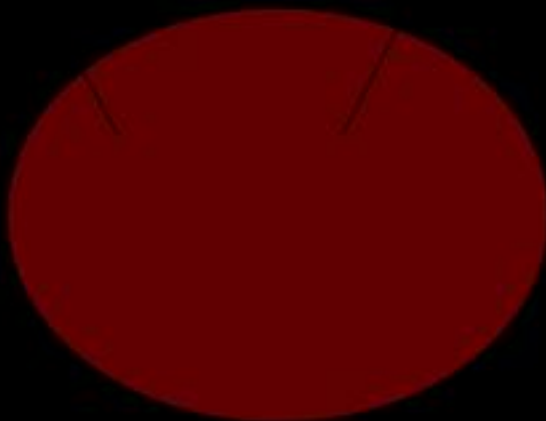
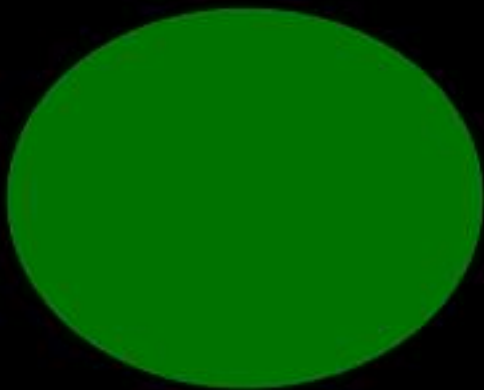
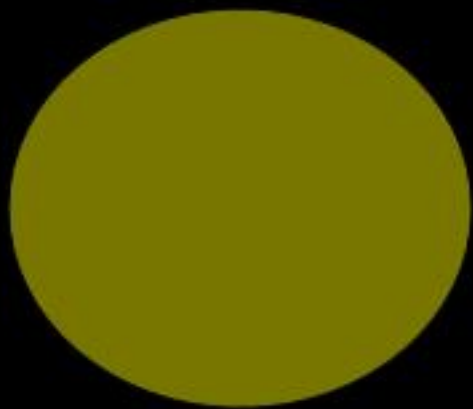
- Color is Light
- Over 10 million discernible hues
- Primary, secondary, tertiary
- Warm to Cools
  - Visual warmth, expand, come towards you
  - Cooler, recedes, quieter, more relaxing

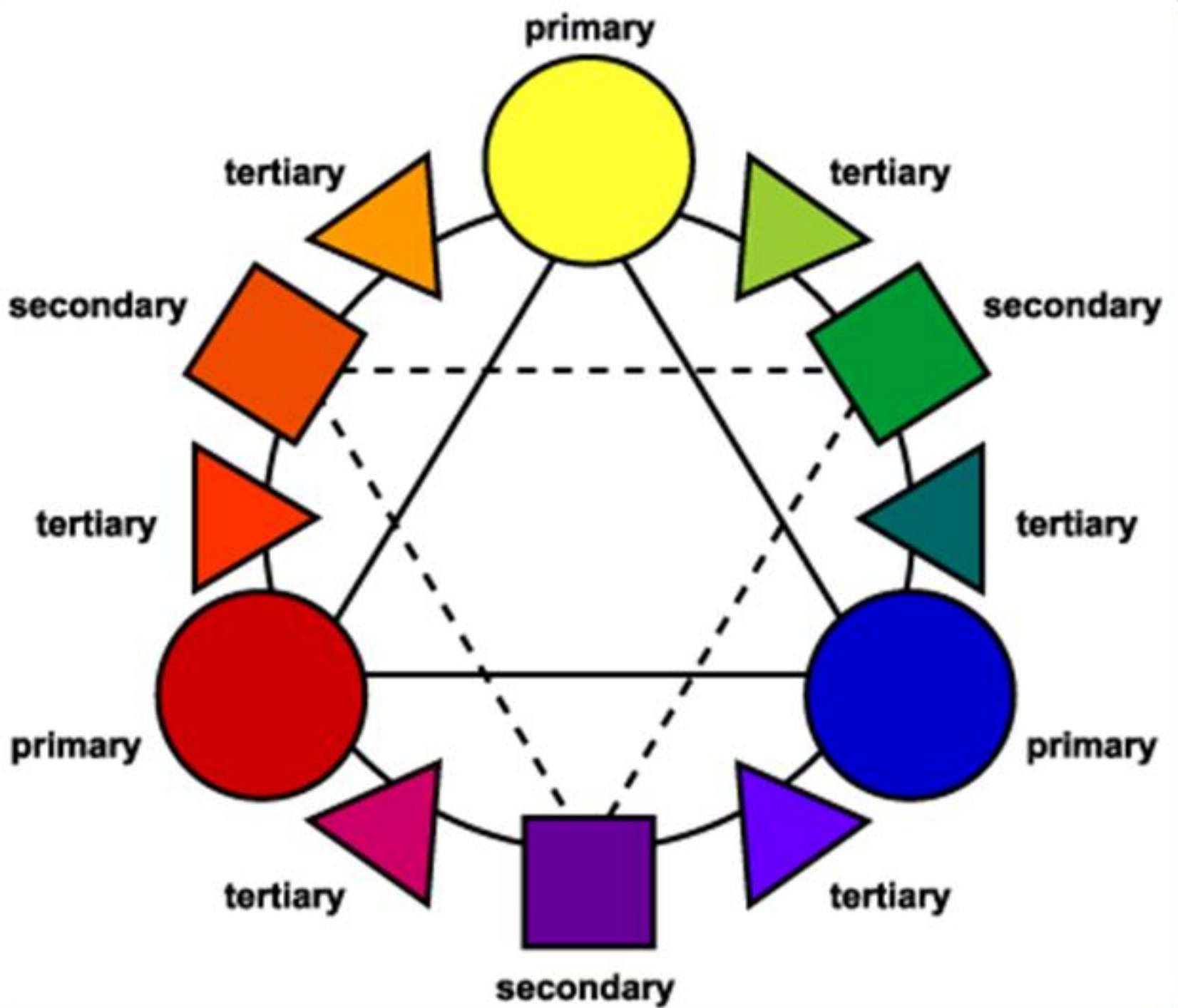












# Color for Popularity

- Green up to 2000, now the longest any color has held the spot
- Silver – 27%
- White – 24%
- Black – 16%
- Gray -12%



# Color for Profit

- **Procter & Gamble**
  - Febreze air Effects
  - Secret Sparkle
- **Limited Edition Cadillac**
  - Exclusive color, \$85,000 sold out in 14 minutes

# Color Forecasting Cross Industry

Color Association of the US

Color Marketing Group

- Furniture, carpet, paints
- Fashion
- Automotive
- Retail

# Process

- Color “czars” study trends, color use and meet to make a final palette
- Consensus after debate
- Distributed to thousands of retailers, manufacturers