

# Tero International Psychology of Color

All people have a physiological response to color. We can use it to help us achieve our desired results.

Darker shades are seen as more authoritative, credible and assertive. Wear these when you want to focus on the matters at hand and command respect.

Lighter, softer shades are seen as more approachable and gentler. Wear these when you want to gather information rather than draw attention to yourself. They can also be more effective when you need to deliver bad news or deal with an emotionally charged group.

Bright shades are seen as those that create energy, excitement and animation. Wear these when you want to convey a sense of creativity and enthusiasm.

Color psychologists have determined that colors are associated with certain perceptions and non-verbal messages:

<b>Blue</b>	Denotes authority, trust, dependability, faithfulness, credibility, tranquility.
<b>Green</b>	Signifies nature, success, wealth, security, serenity, freshness
<b>Red</b>	Symbolizes power, passion, confidence, energy, assertiveness, danger.
<b>Orange</b>	Stimulating, playful, energetic, uninhibited, not restful.
<b>Yellow</b>	Inspires cheerfulness, caution, energy, nervousness.
<b>Pink</b>	Evokes low energy, femininity, affection, charm, gentleness.
<b>Purple</b>	Symbolizes royalty, creativity, power, sensitivity, passion, mystery.
<b>Brown</b>	Communicates stability, nurturing, lack of assertiveness.
<b>Gray</b>	Denotes neutrality, respect, accountability, reliability, steadiness.
<b>Black</b>	Signifies authority, power, drama, somberness, control, sophistication.
White	Symbolic of purity, chastity, cleanliness, freshness.



**Tero International**

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