**Мащонок А., група ДМП-ПС 12-1**

**COLOR PSYCHOLOGY**

Color has always been an important part of the human experience, ever since man began to understand that red means pain and danger, those bright purple berries are poisonous, and that yellow and blue spotted frog is probably not palatable. Each color can have different influences on the human consciousness. When we see a color, we have a certain emotion, raised or lowered mood.

**Black** is the color of authority and power. Also the black color represents aggressiveness. There is an interesting fact: football judges often punished with penalty, team, which has a black uniform..

**White** reflects light and is considered a summer color. White is popular in decorating and in fashion because it is light, neutral, and goes with everything. Doctors and nurses wear white to imply sterility.

**Red.** The most emotionally intense color. People who prefer red, love to be leaders. They are persistent, do not like to postpone the matter. Not rarely, they can be demonstrative, selfish and stubborn.

**Pink.** can mean goodness, passion, romance, love. People who prefer pink want to live a full life, desire for new experiences, hard working and do not like to rest. But sometimes people prefer pink color can be frivolous, infantile.

**Blue** is one of the most popular colors. Blue is peaceful and tranquil color, so it is often used in bedrooms. If you want to instill confidence in anyone, wear blue clothes. People are more productive in blue rooms. People who prefer blue is tenacity, perseverance, loyalty person.

**Green** symbolizes nature. It is a calming, refreshing color. Dark green is masculine, conservative, and implies wealth. People who choose the green, clearly and rationally choose their way of life.

**Yellow.** Cheerful sunny yellow is an attention getter. While it is considered an optimistic color, people lose their tempers more often in yellow rooms, and babies will cry more. It is the most difficult color for the eye. People, who love yellow, want to reveal himself, to achieve the goal that set themselves.

**Purple.** The color of royalty, purple connotes luxury, wealth, and sophistication. It is also feminine and romantic. Sometimes people choose the purple, which is difficult to be realized in life.

**Brown.** Brown choose confident people. Usually they prefer to brown when all around bad folds. It is kind of in the hope that everything will be fine. People choosing brown, love to work and tell the truth.

Businessmen often use color psychology in marketing. 84 percent of consumes cite color as the primary reason they buy a particular product. When it comes to branding and logos, the psychology of colour is particularly relevant. The right hue is not only a good representation of products, but can alter the way that consumers feel.

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