

Colors

**What colors *really* mean....
What they can say
about you
&
The Business world
around you**

Participant Manual

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Purpose

The purpose of this manual is to better equip the participant to understand more defined perspective of colors. Additionally, to enable the participant to identify characteristics of personality based upon color. Finally, to understand how colors are used by business to convey messages to their Customer base..

Prerequisites

2-3 Years as a Leader in a service oriented environment

Objectives

- To learn the two most common definitions of the term “color”
- To learn what is a primary and secondary color
- Understand how one’s favorite color can help you gain possible insight into that person’s personality
- How colors are used in business to convey messages to the public

What is your favorite Color?



What is your Favorite Color?

What do you feel when you think about your favorite color? _____

Chapter 1 – What does Webster say?

Chapter 1: What does Webster say.....

Webster's Dictionary Defines color as

Webster's Dictionary defines color

Noun

- A phenomenon of light or visual perception that enables one to differentiate otherwise identical objects the aspect of the appearance of objects and light sources that may be described in terms of hue, lightness, and saturation for objects and hue, brightness, and saturation for light sources
Example: “the changing *color* of the sky”

Verb

- To give color to *b*: to change the color of (as by dyeing, staining, or painting)

Activity – Win, Loose, or Mime!!!

Chapter 1: Win.Loose or Mime!!!

Win, Loose or Mime!!!



Your Team _____ / _____ / _____

Notes/ Clues:

What did you find the most difficult about this exercise?

Chapter 2 – ROYGBIV

Chapter 2- Who and what is ROYGBIV?

What is ROYGBIV?

What are the colors that ROYGBIV represent,.....

These hues make up the color of:

What colors are considered Primary colors? :

What colors are considered Secondary colors?

Your Notes:

Personality Characteristics and Color



As we go through the slidesTake a moment and take notes on what stands out the most to you about each color

Chapter 3 – Personality Characteristics and Color

Chapter 3- Personality Characteristics and Color cont'd.

Black

White: :

Red:

Maroon:

Pink:

Orange:

Yellow:

Green:

Blue

Blue Green:

Turquoise:

Lavender:

Purple:

Brown:

Gray:

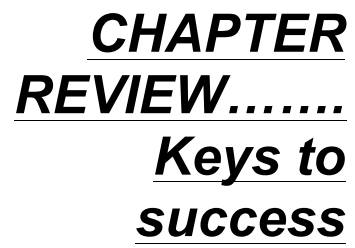
Chapter 4- What color means to business

.....What are these signs
REALLY saying?



Now that you know what these colors typically represent what messages do you see that these companies are trying to convey?

[illegible]

[illegible]

Glossary Glossary

Color	Personality Characteristics
White :	<p>White: Symbolic of purity, innocence and naiveté, white has strong connotations of youth and purity. If you are an older person, your preference for white could indicate a desire for perfection and impossible ideals, maybe an attempt to recapture lost youth and freshness. It may also symbolize a desire for simplicity or the simple life.</p>
Red	<ul style="list-style-type: none"> • Red: The color of strength, health, and vitality, Red is often the color chosen by someone outgoing, aggressive, vigorous and impulsive—or someone who would like to be • This is the color of extroversion, of a person with desire, appetite, and a will to live life fully. You are somewhat aggressive, impulsive, perhaps athletic, and surely quick to release your feelings and emotions. You have many ups and downs in your feelings. • To you, life is meant to be happy, and when it isn't, you are confused and upset. You hate monotony, are quick to judge people, quick to form opinions and boldly express them.
Maroon	<ul style="list-style-type: none"> • Maroon: Harsh experience has probably matured the Maroon person into someone likable and generous. It is often a favorite color of someone who has been battered by life but has come through. It indicates a well-disciplined Red personality—one who has had difficult experiences and has not come through unmarked but who has grown and matured in the process.

Color	Personality Characteristics
Pink	<ul style="list-style-type: none"> • Pink: This color embodies the gentler qualities of Red, symbolizing love and affection without passion. Women who prefer Pink tend to be maternal. Pink desires protection, special treatment and a sheltered life. Pink people require affection and like to feel loved and secure, perhaps wanting to appear delicate and fragile. Pink people tend to be charming and gentle, if a trifle indefinite. Two types of people like pink – the person who has led a very sheltered life and the person who, grown older, seeks to regain the innocence of childhood. In pink there is affection, delicacy and an inner conviction, often naive, that life should be a gentle affair devoid of trials and tribulations. • Younger people who like pink sometimes hold to the illusion that life should be constantly romantic and generous. Pink is a gentle form of red , and somewhat vain – commonly preferred among woman in the upper or middle class.
Orange	<ul style="list-style-type: none"> • Orange: Generally you are good-natured, likable and social, you make friends easily, with an easy smile and a talent for small talk. • Chances are better than even that you will not marry, and if you do, your marriage will be one of light affection. You prefer friendliness and companionship to adoration. A natural born politician, you shine at any occupation in which you meet groups of people. You seldom indulge in serious thought or severe discipline.

<p>Yellow</p>	<ul style="list-style-type: none"> • Yellow: The color of happiness, wisdom and imagination You have great expectations and diligently seek self-fulfillment. Yellow is the hue of idealism – you have a superior mind and you use it. Your manner may be aloof, but you are not shy. You may occasionally feel an awkward moment, but you never get rattled. • In many respects you are a longer. You are good at formulating plans, but may not be energetic enough to carry them out. You think things through clearly, are logical and consistent.
Color	Personality Characteristics
<p>Green</p>	<ul style="list-style-type: none"> • Green: The color of harmony and balance, Green symbolizes hope, renewal and peace, and is usually liked by the gentle and sincere. You are sure to be constant in your ways, persevering, sensible and respectable. You have a good balance. Outspoken, with a love of freedom, those who like green are generally social and live in a good neighborhood, have many friends and belong to social organizations. You tend to resist change. You like parties and you like to eat – and may usually be on a diet. • Your social standing, financial position and reputation are all of top importance to you. You constantly seek affirmation of companionship and affection.

Blue	<ul style="list-style-type: none"> • Blue: Soft, soothing, compassionate and caring, Blue is the color of deliberation and introspection, conservatism and duty. Patient, persevering, conscientious, sensitive and self-controlled, Blues like to be admired for their steady character and wisdom. They are faithful, An introvert, deliberate, introspective. Steady and a hard worker, you will probably be successful and make a lot of money. • Though you have a tendency to be egotistical and opinionated, you know how to accept responsibility and obligation. You are sensitive to others and have a secure hold on your emotions.
Blue-Green	<ul style="list-style-type: none"> • Blue-Green: Exacting, discriminating, poised and attractive, the Blue-Green person tends to be sensitive, intellectual and refined, persevering and stable if rather detached. Blue-Greens have excellent taste, and are usually courteous and charming, capable but often refusing help or guidance. • A fastidious person, you have good taste, dress well and probably are a connoisseur of good food and wine. You are poised and apparently self-controlled though inside you may feel tense. You would perish without love and admiration.
Color	Personality Characteristics
Turquoise	<ul style="list-style-type: none"> • Turquoise: Complex, imaginative and original, Turquoise people drive themselves hard and may be in a state of turmoil under their outwardly cool exterior.
Lavender	<p>Lavender: This is often chosen by a person who lives “on a higher plane,” who never notices anything sordid and who is always impeccably and beautifully dressed. Lavender people may be on a continual quest for culture and the refined things of life, high and noble causes but without the necessity of getting their hands dirty. A Lavender person is usually creative, charming, witty and civilized.</p>

<p>Purple</p>	<ul style="list-style-type: none"> • Purple: Purples are highly individual, fastidious, witty and sensitive, with a strong desire to be unique and different. Temperamental, expansive and artistic. If you chose Purple, you tend to be unconventional, tolerant and dignified, likely to achieve positions of authority. • Two types of people like purple. The first is sensitive, with deep insight, temperamental and creative with meaningful things to do and passionate devotion to them. The second type admires artists, mystics and unique people. This type feels there should be gentility, courtesy and affection everywhere, and no war, disease or poverty. • Some lovers of purple are charming and adoring patrons of the arts and others are true artists themselves.
Color	Personality Characteristics
<p>Brown</p>	<ul style="list-style-type: none"> • Brown: A Brown person has stamina and patience, tending to be very solid and substantial, conscientious, dependable, steady and conservative. Browns are not impulsive, and may be inarticulate and tactless but they love responsibility and are reliable and kindly. If you chose Brown, watch out for a tendency to be obstinate and inflexible. You are steady in your ways, persistent and tenacious. Conscientious in all you do, you are also obstinate and more likely to accept than to give. You also tend to be frugal. But you have an ageless quality and never seem to change. • Though your brain is not lightning quickly, you do have the ability to think things through. You assume responsibilities, are shrewd, rational and sensible. You have no time for anything fanciful, but you are very sensuous.

Gray	<ul style="list-style-type: none"> • Gray: The color of caution and compromise, diligent Grays search for composure and peace and often work hard without reward. Older Grays like life to run on an even keel with few ups and downs. Young Grays may be withdrawing from life and suppressing their personalities. Grays often have good business ability and tend to work too much.