



COLOUR
Psychology



Tracie Rodwell-Dunne

- Award Winning Interior Designer for over 30 years
- Owner of Beaumont School of Interior Decorating & Design for over 20 years
- Creator of the Colour Psychology System

- Award Winning Interior Decorator
- Completed over 200 Colour Psychology Readings for families in Brisbane and Gold Coast



Tracey McLeod

What colour psychology is ...

Write down what your favourite colour is and why.



What colour psychology is ...

COLOUR PSYCHOLOGY is the study of colour as it determines human behaviour.

Wikipedia



What colour psychology is ...

The **LANGUAGE** of colour is communicated quicker to the brain than words or shapes.

What colour psychology is ...

COLOUR works directly on our
feelings and emotions.

What colour psychology is ...

Personal Preferences

Our **INTERPRETATION** of colour is universal...

What colour psychology is ...

Personal Preferences

But the **EFFECT** of colour is uniquely personal
and influences us individually.

What colour psychology is ...

Personal Preferences

FACTORS such as gender, age, and culture can influence how an individual feels about certain colours.

What colour psychology is ...

USED WIDELY in marketing and branding
to influence consumers' emotions
and perceptions
of goods and services.

Traditional (1955)
Red & Gold



New Age (1993)
Sedona Rocks



Seafood Restaurant in Sydney



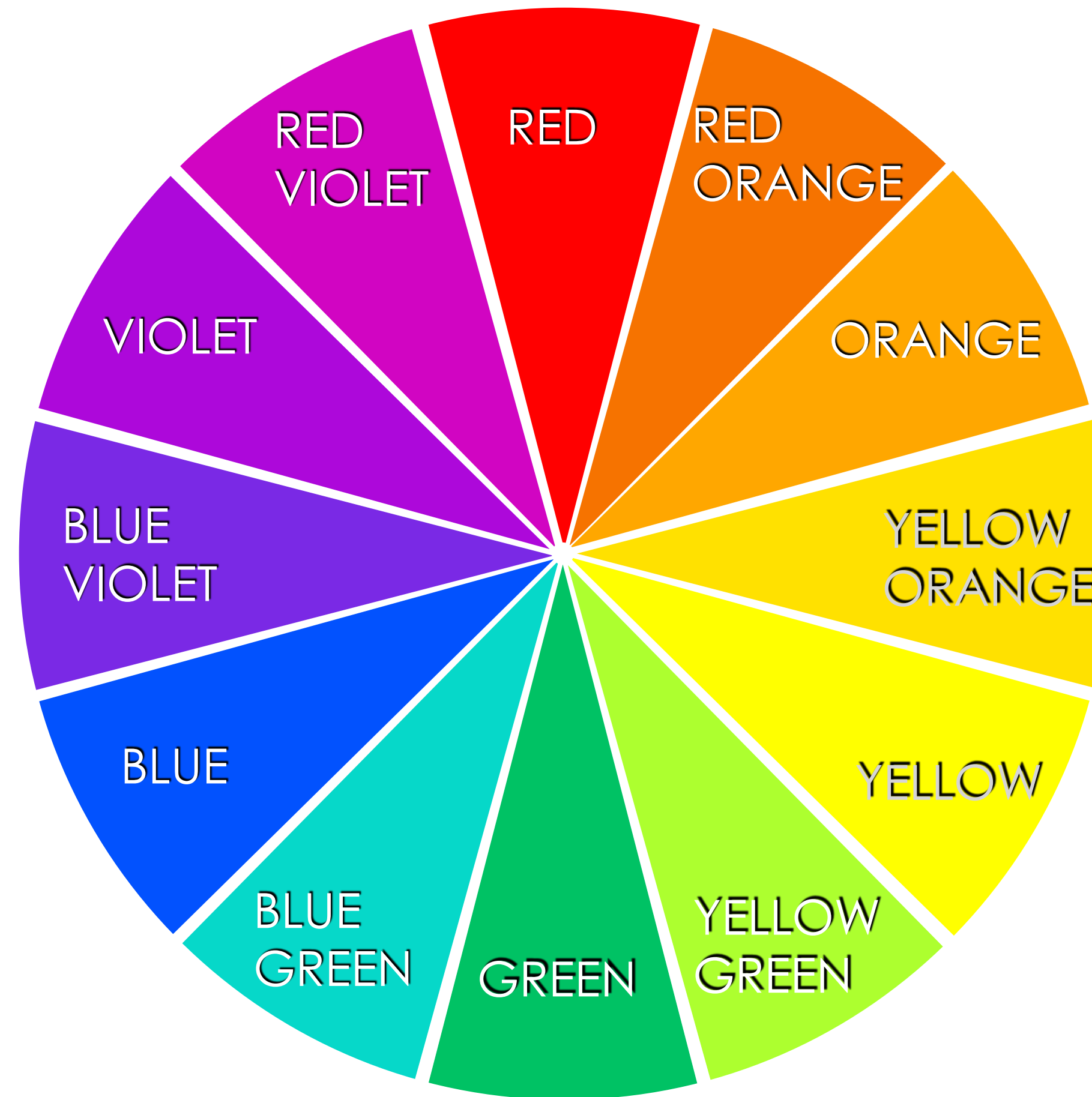
“Little Italy”
Lygon Street
Melbourne



Italian
Restaurant
Gold Coast



Colour Wheel



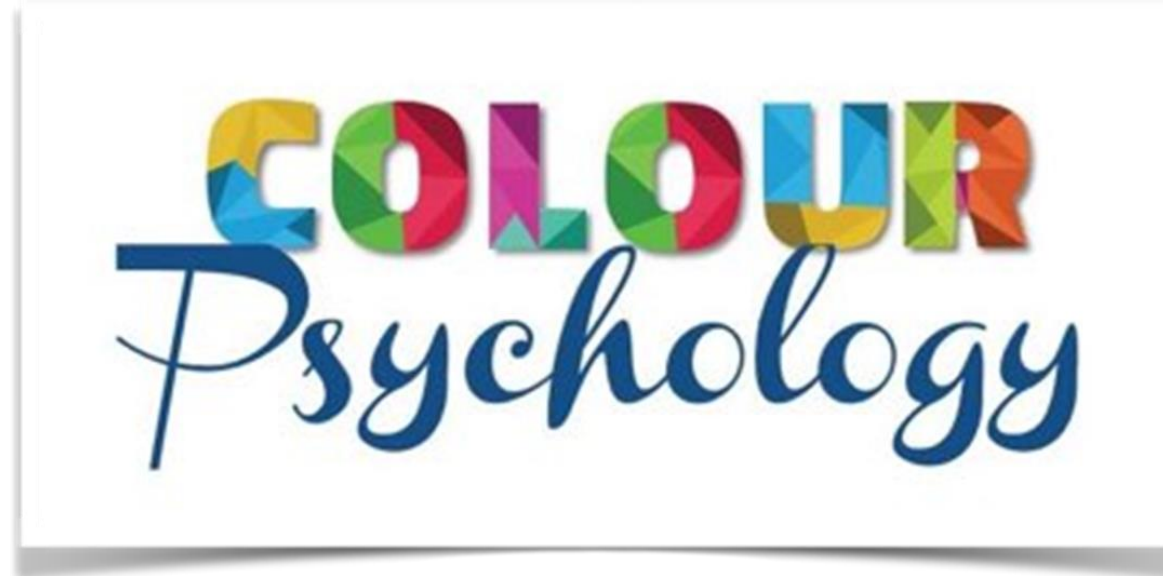
Created in the early 1600s by Aron Sigfrid Forsius of Finland and used all over the world.

The Real Neutrals



Black, Grey and White
do not appear on the colour wheel
as they are not considered to be colour.





The 'Mock' Neutrals

The neutral you have
when you aren't having a neutral.

The 'Mock' Neutrals

are actually COLOUR mixed with white, black or grey ...
this is called 'neutralizing' the colour.



WHITE + YELLOW



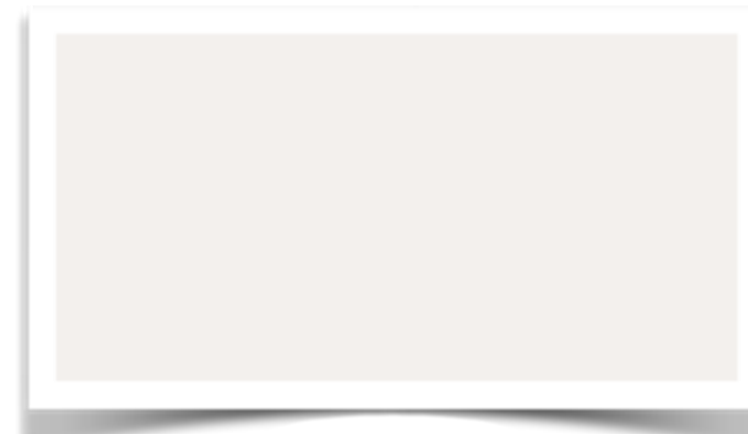
WHITE + ORANGE



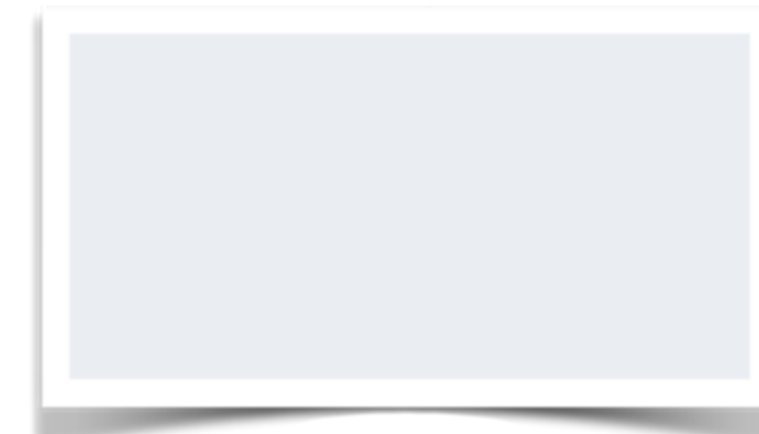
GREY + RED-ORANGE



GREY + YELLOW-ORANGE

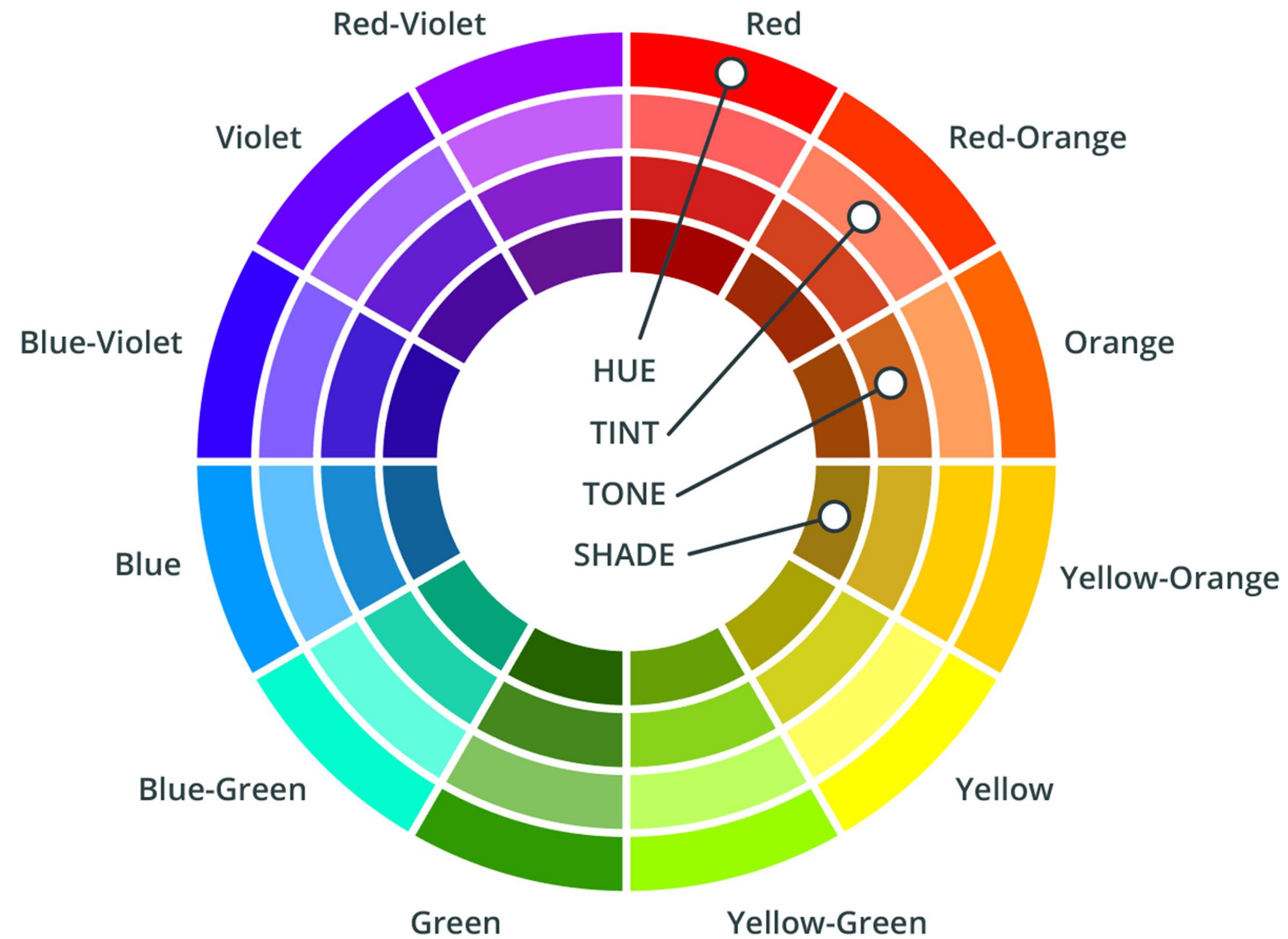


GREY + ORANGE



GREY + BLUE

Our Colour Psychology System studies the emotional effects of 51 colours.



So, shall we
paint it
white?

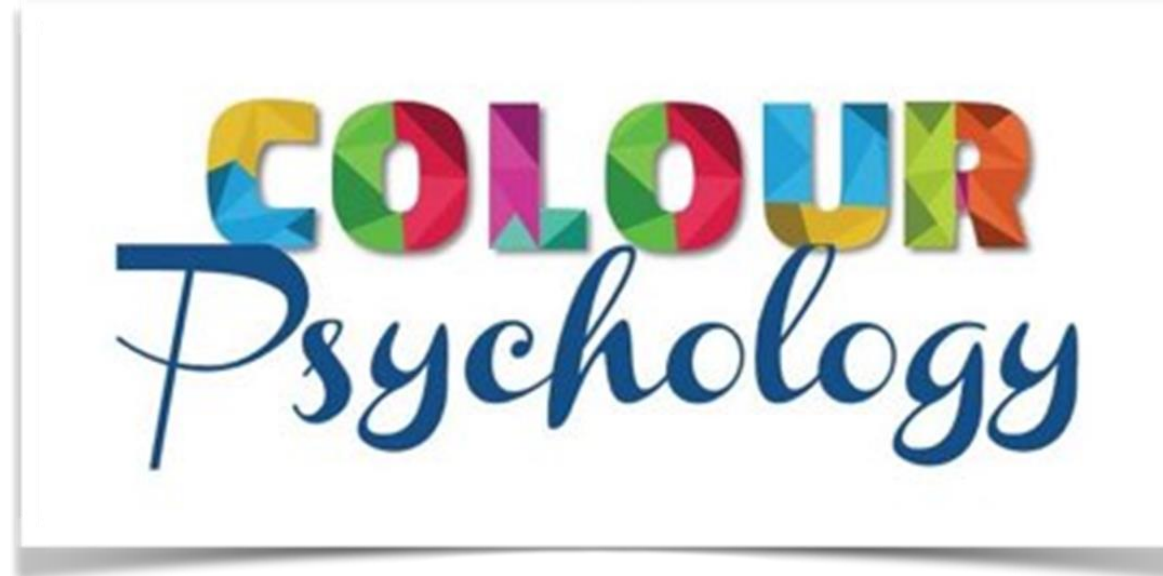
I guess!?!

“Research shows that over 70% of people chooses to paint their interiors white for fear of getting their paint colours wrong.”

What's missing?

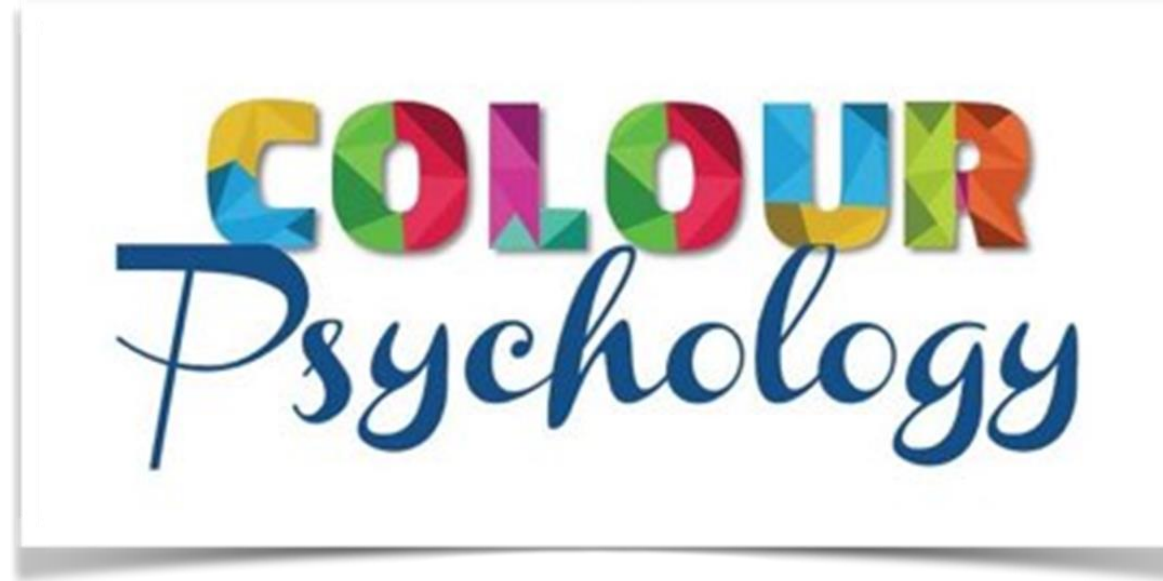






What colour psychology is ...

Colour Psychology helps puts the
'YOU' back into the Client's home.



How Colour Psychology is reflected in your home ...

Colour Psychology Readings



Colour psychology starts here....

COLOUR CONSULTATION

Likes

♀

Yellow Green • Hope & peace • Feminine leadership • Forgiveness (offering the olive branch) • Symbolic of new life – death & rebirth

Green • The heart – love, compassion, growth • Colour of money • Helps make sound judgement • Fresh, sweeping view on life

Indigo • Creative • A good confidant/ counsellor/teacher • Can interpret dream; attracted to meditation • Strong & independent

Orange • Intuition • Show emotions through creative expression • Optimistic • Helps create new relationships

Blue • Communication • The Mother energy – feminine not masculine • Authority, leadership, uniformity • Nurturing, trusting

White • Clarity • View things from a fresh angle • Purity & innocence • Wash away sorrow & sadness

Grey • Balanced energy • Approachable • Soft & comfortable • Neutralises being too strong

Black • Protects emotions • Strong will • Those who like to control a situation the overly sensitive

♂

Yellow Green/Black

Green/White

Indigo/White

Orange/White

Yellow Green/White

Blue/Grey


0401 312 323
www.Showhomes.Design

Paint colours come from the colour reading....

HOUSE COLOURS

External

 Resene Coast cc B35-023-248	 Resene Double Tea cc Y74-020-081	 Resene Buttery White Y95-015-090
Roof	Walls	Trim

Internal

 Resene Quarter White Pointer cc N93-006-091	 0401 312 323 www.Showhomes.Design
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COLOUR Psychology



COLOUR Psychology





COLOUR Psychology

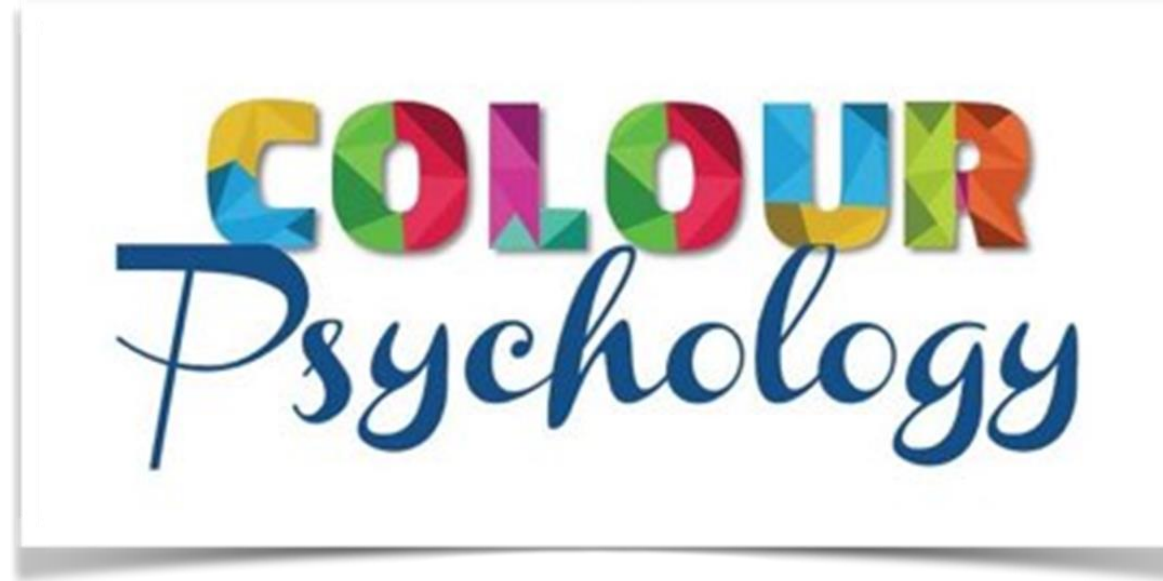


Colour Psychology in Commercial, Health Care, Government Projects

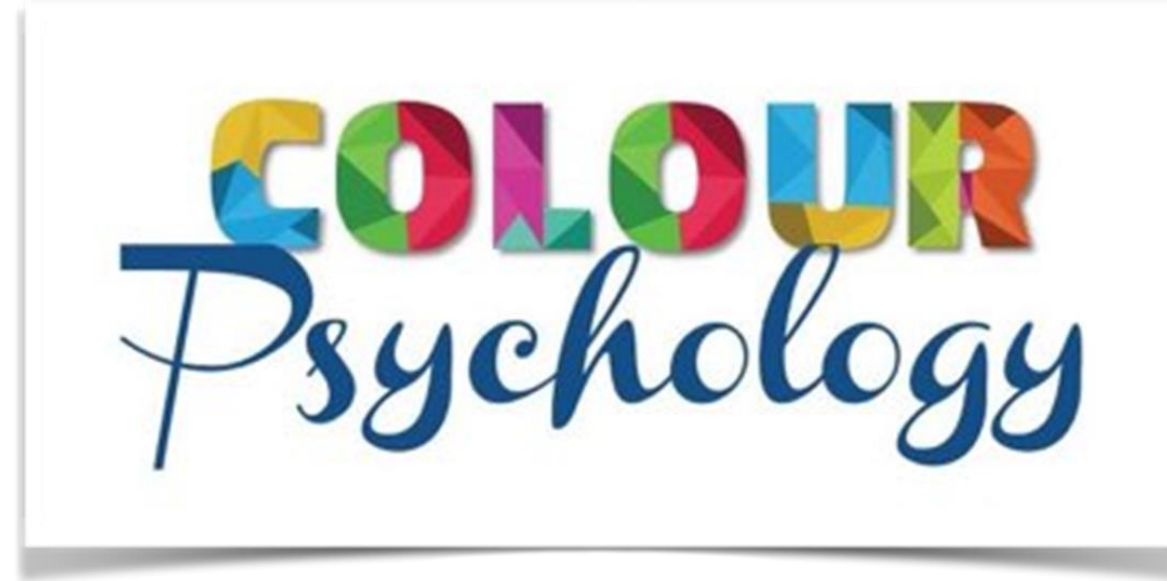
Colour Psychology Certification Program

Register for course information at

www.courses4creatives.com



QUESTIONS?



THANK YOU

Tracie Rodwell-Dunne & Tracey McLeod

