



Colors and Effects on Brain Wave Patterns

Different colors affect us in different ways. What many don't realize is that is because of the effect on our brain wave patterns.

For instance:

The color green has many hues and many effects. A rich green gives us a feeling of richness, wealth, success. That is why so many banks use this color in their branding. There is also a hue of green that can make you feel nauseated, and if you look at it long enough, you will feel stomach cramps.

The color pink can have complete opposite effects on us. One color pink can relax us, make us feel peaceful. Another pink hue can actually make us feel restless.

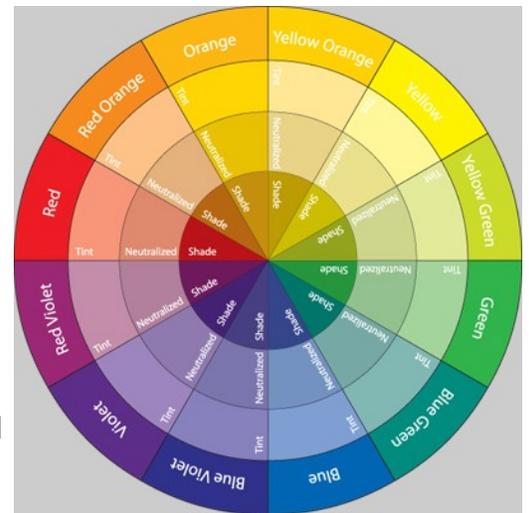
The color red is known as the power color. What many don't realize is that a certain hue of red can make you begin to drool, as it will make you feel hungry. This is great for restaurants to use.

The color yellow, which has many hues and many effects, almost always makes us squint. Why? It may go to the fact that a lemon is bitter, and a grapefruit is acetic. Our brain relates to those, and thus our eyes squint.

The color blue, actually several shades of blue, have a similar feeling for us. Think of yourself lying flat, looking up at a clear blue sky. You find yourself sighing, relaxed, at peace. You could almost relax to the point of feeling sleepy, because you feel secure and safe. Many health organizations use blue in their branding, because of that effect.

The color black is actually the worst. It slows down our brain wave patterns, and dulls our senses and our thought process. If we look at it long enough, we can almost become trancelike. Never use black as a background for a website. The viewer will find themselves feeling dull and bored, because of their slowing brain wave patterns. It also is very hard to read copy done in a reverse white on a black background. You definitely don't want that type of reaction when someone comes to your website.

So, remember to consider the colors you use in everything from fashion to painting to business design. The color you select can affect how you are received.



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