

We need light and color to see the beautiful nature. We see many colors, each influencing us in ways we may not even realize. Colors not only provide convenience but also set rules and make promises. They also have the power to capture people’s hearts. So, why do certain objects and places have specific colors?

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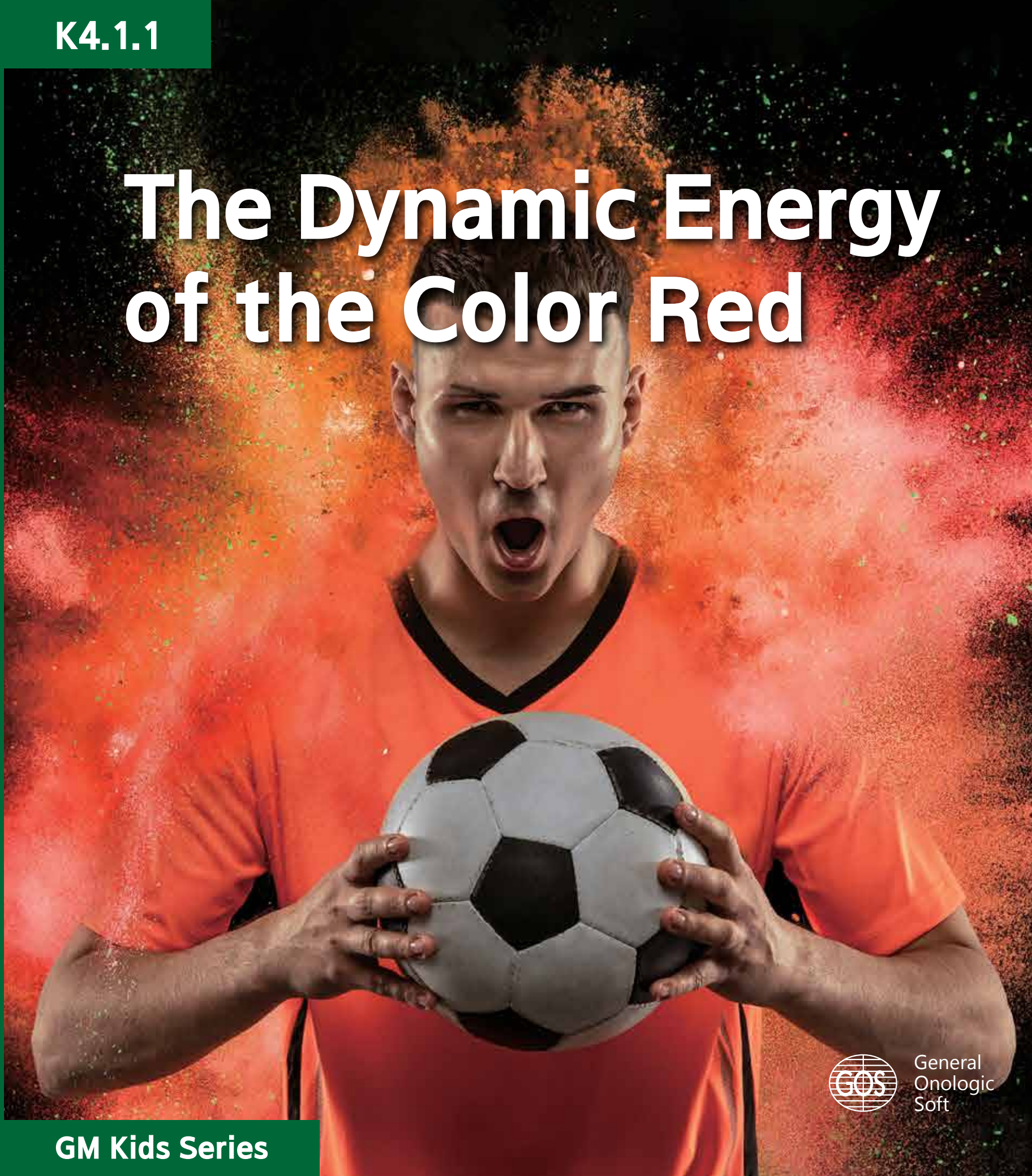
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Suite 457, 5201 Great America Pkway, Santa Clara, CA 95054
Website : www.gosedusoft.com
E-Mail : davidann819@gmail.com

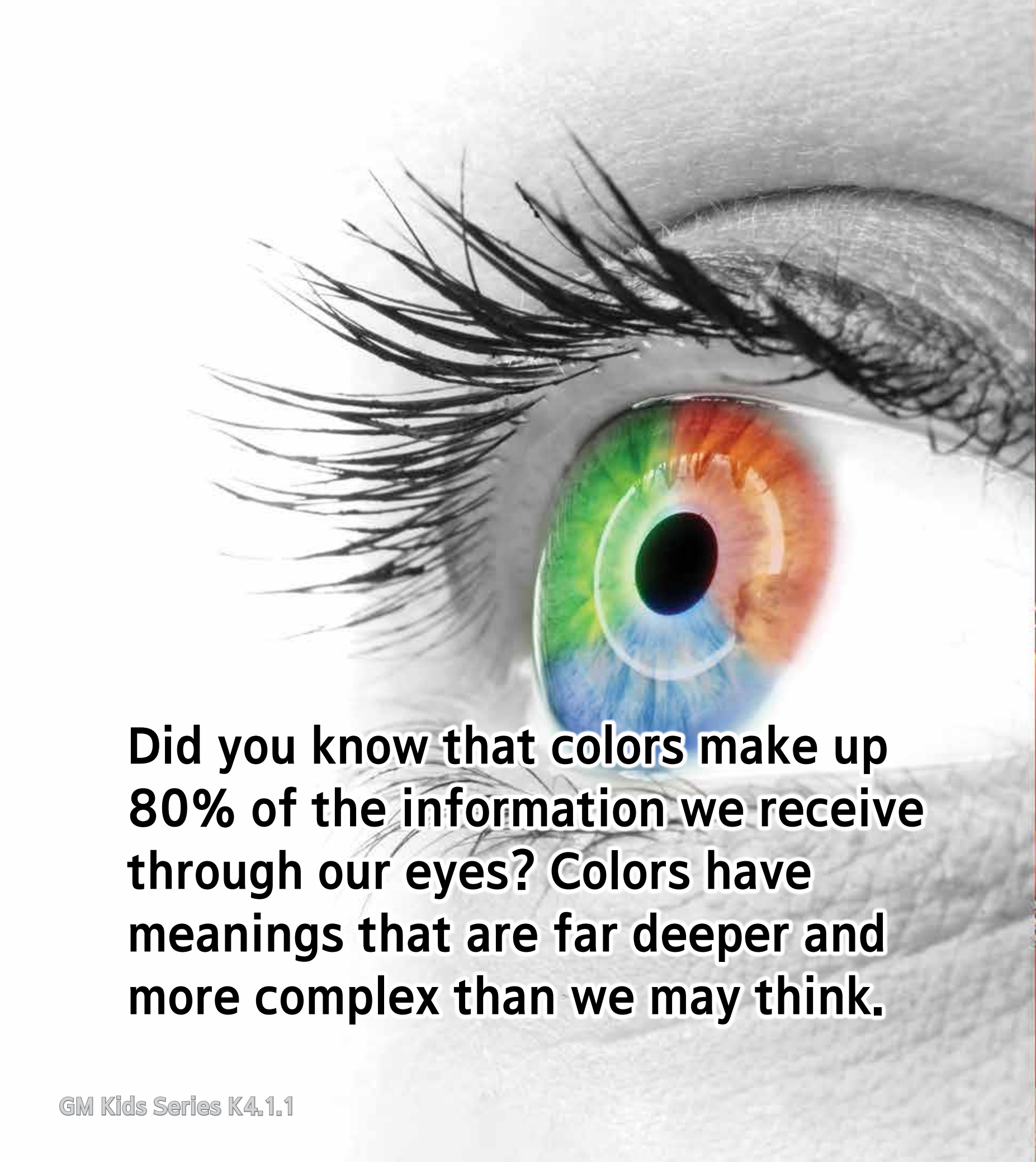
Written by David Ann

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The Dynamic Energy of the Color Red



A close-up of a human eye with a rainbow-colored iris. The iris is divided into segments of red, orange, yellow, green, and blue, with a black pupil in the center. The eye is looking directly at the viewer.

Did you know that colors make up 80% of the information we receive through our eyes? Colors have meanings that are far deeper and more complex than we may think.

A photograph of a fast-food restaurant interior. The walls are red, and there are red stools at the counter. In the background, there are shelves with various bottles and containers. The overall theme is red.

Take a popular fast-food restaurant as an example. This place uses red everywhere—in the decor, chairs, tables, signs, and packaging. But why? There is a business strategy behind it.

**Looking at red can make time feel like it is moving faster.
Red also makes people feel hungry and crave sweet foods, which can make us want to order more.**





So, by using red, the restaurant can keep people coming and going quickly and encourage them to buy more food.

This strategy helps increase the restaurant's profits.



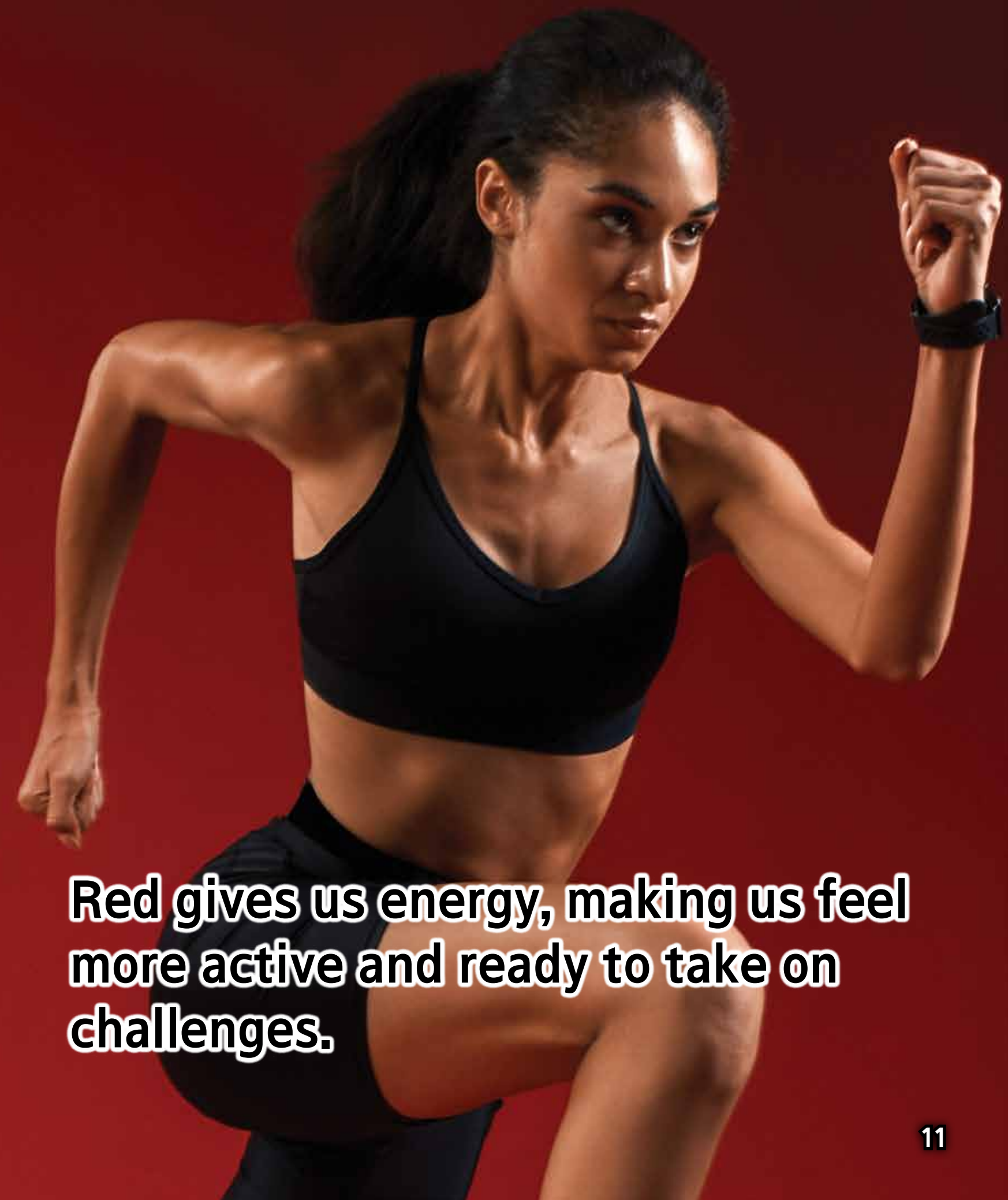
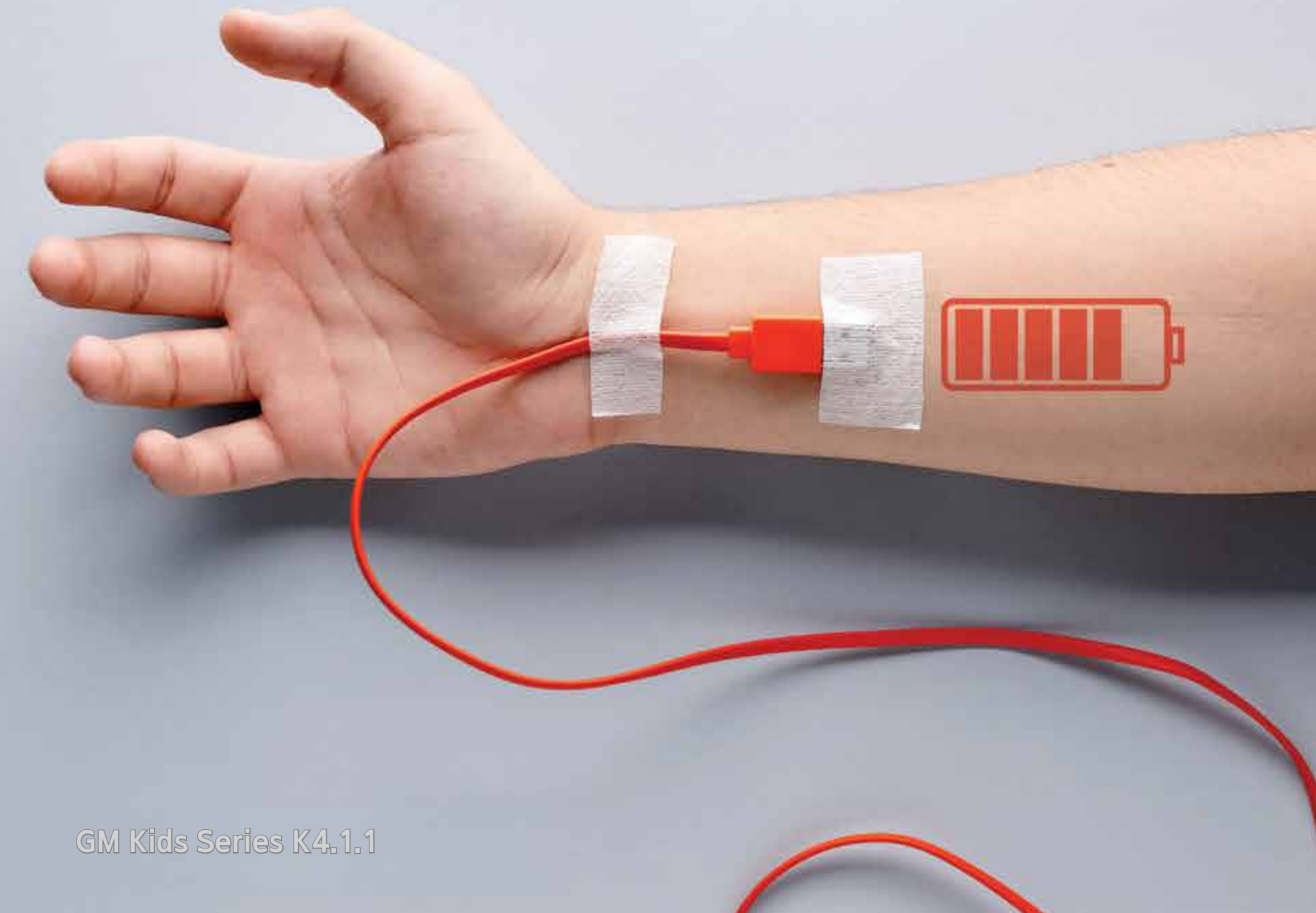
As you can see, colors can have a big impact on us.

On the other hand, seeing blue food can make us lose our appetite.



That is because blue reminds us of bitter tastes, which naturally makes us want to avoid eating. Blue can also have a calming effect on our minds.

**So when we are feeling unmotivated,
it is better to use red.**



**Red gives us energy, making us feel
more active and ready to take on
challenges.**

Many companies use colors in marketing today.
What color comes to mind when you think of the brand "Coca-Cola"?

Most people will think of the color red. Coca-Cola used red as its brand color to become the number one soda company in the world.



"Color marketing" uses colors to connect with people's emotions and sell products.

Green is often used for products that focus on being eco-friendly. Blue is often used to create a cool and refreshing image.


However, color marketing does not always work. People usually expect tomato ketchup to be red.



In the early 2000s, a company released green ketchup. The company promoted it as something new and exciting, but it ended up failing.



So, it is important to carefully consider how colors affect people's feelings when developing products.



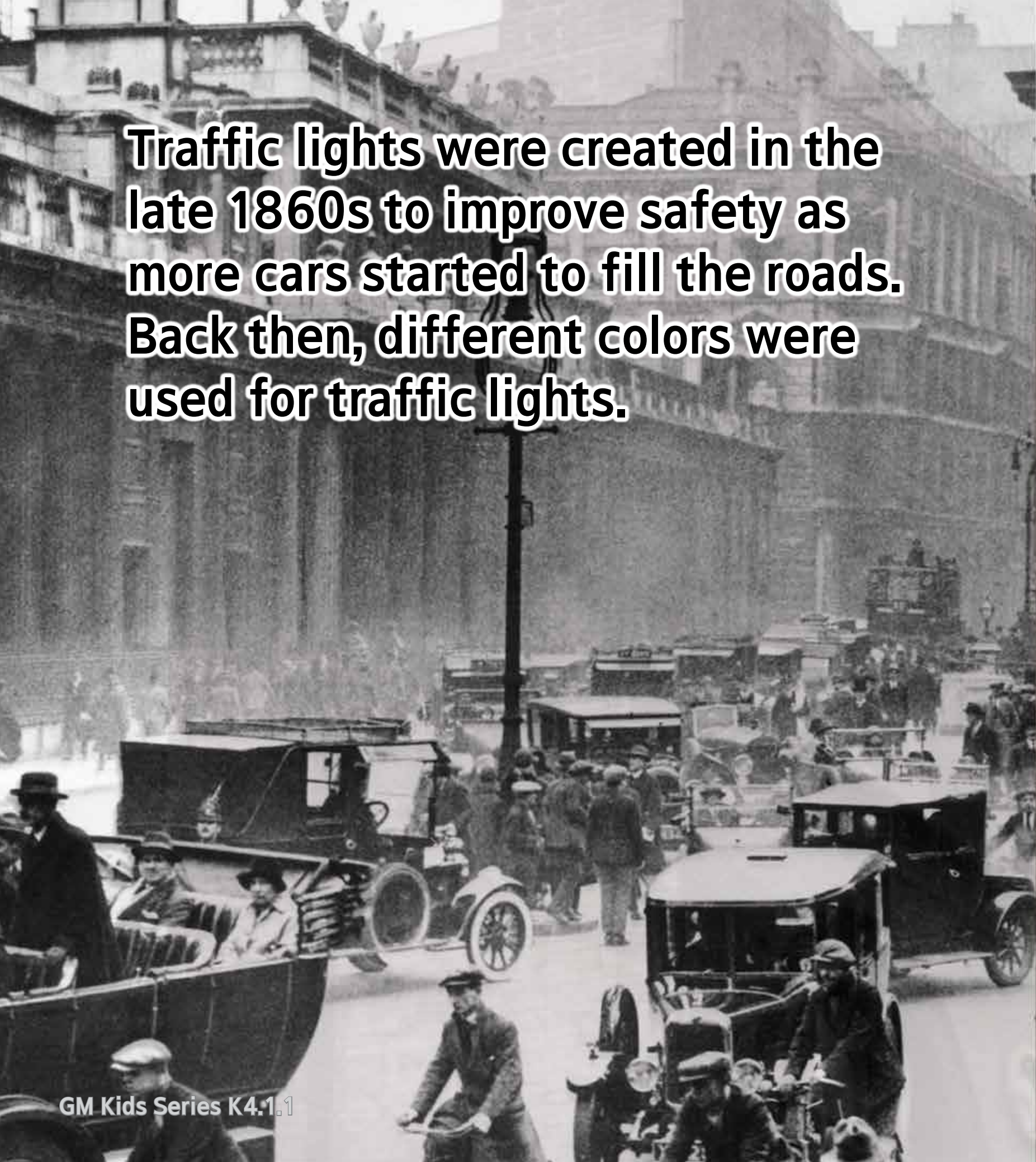
Now, think of the colors we see from the moment when we leave our house. The most common colors are the three colors of traffic lights.

Traffic lights use red for "stop," yellow for "caution," and green for "go." But why were the colors red, orange, and green chosen for traffic lights?



Traffic lights were created in the late 1860s to improve safety as more cars started to fill the roads. Back then, different colors were used for traffic lights.

The original traffic lights were red, green, and white. Like today, red meant stop, but green meant caution, and white meant go.



Stop



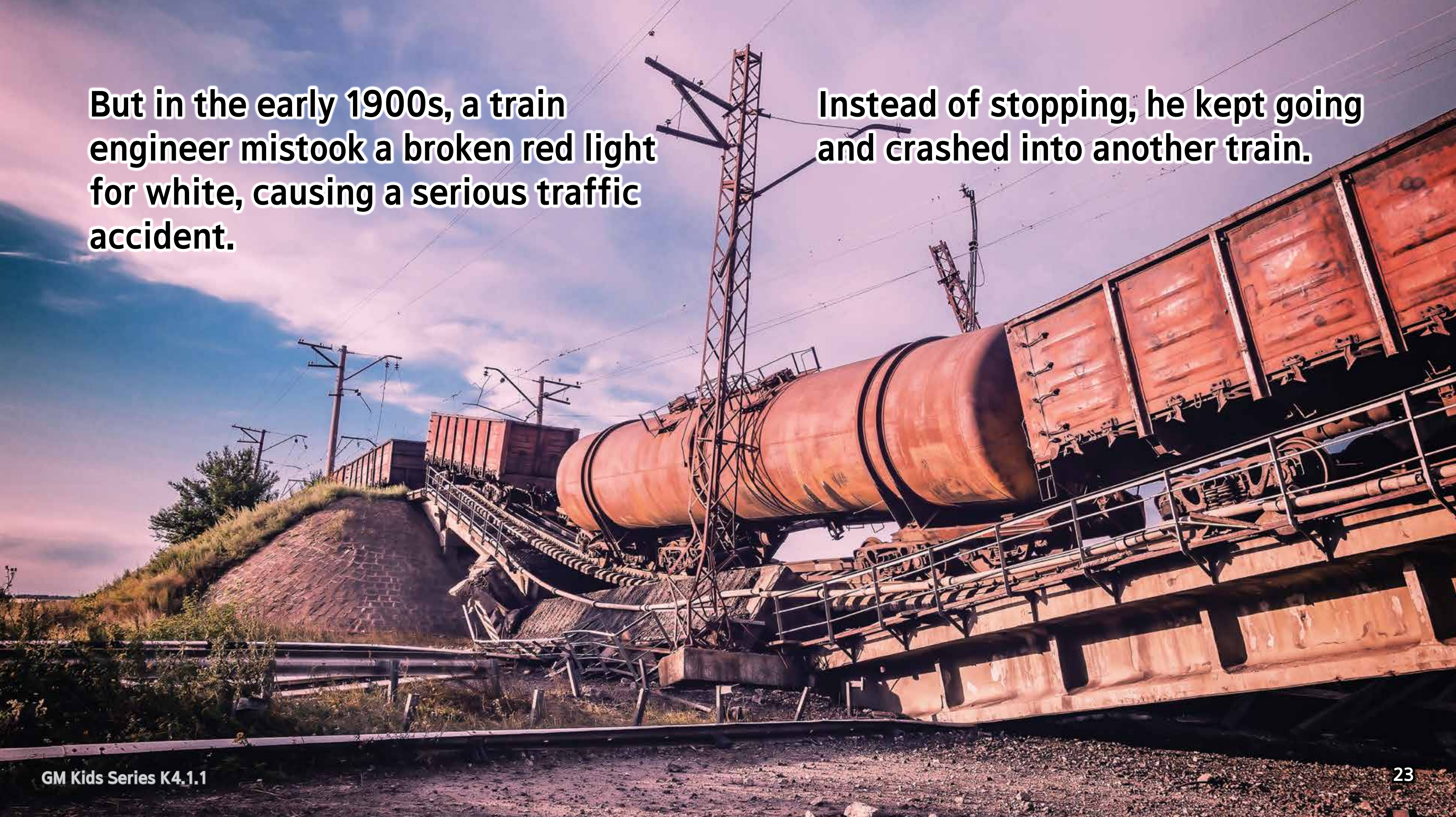
Cautious



GO

But in the early 1900s, a train engineer mistook a broken red light for white, causing a serious traffic accident.

Instead of stopping, he kept going and crashed into another train.

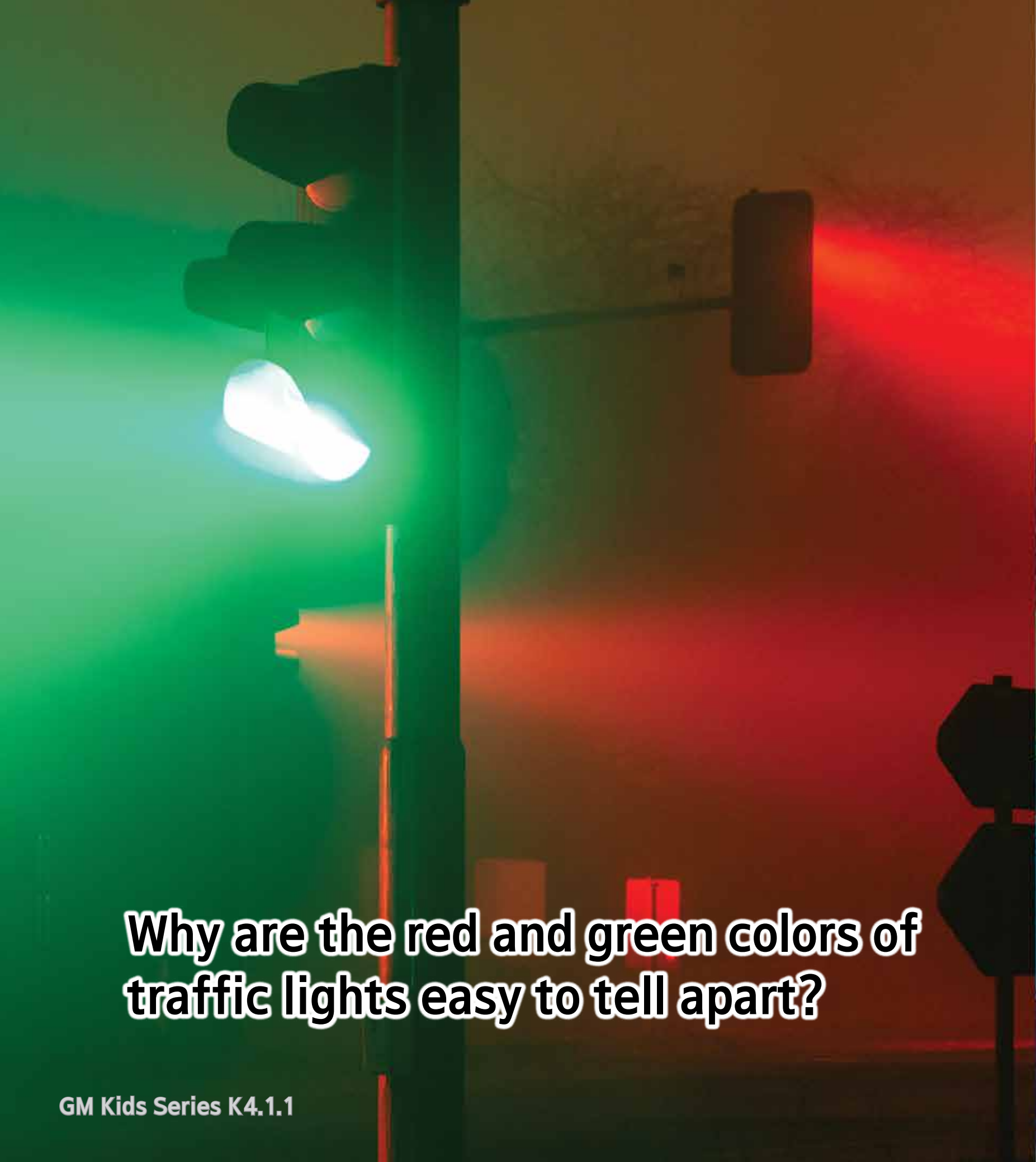


After this accident, the meaning of green changed from "caution" to "go."



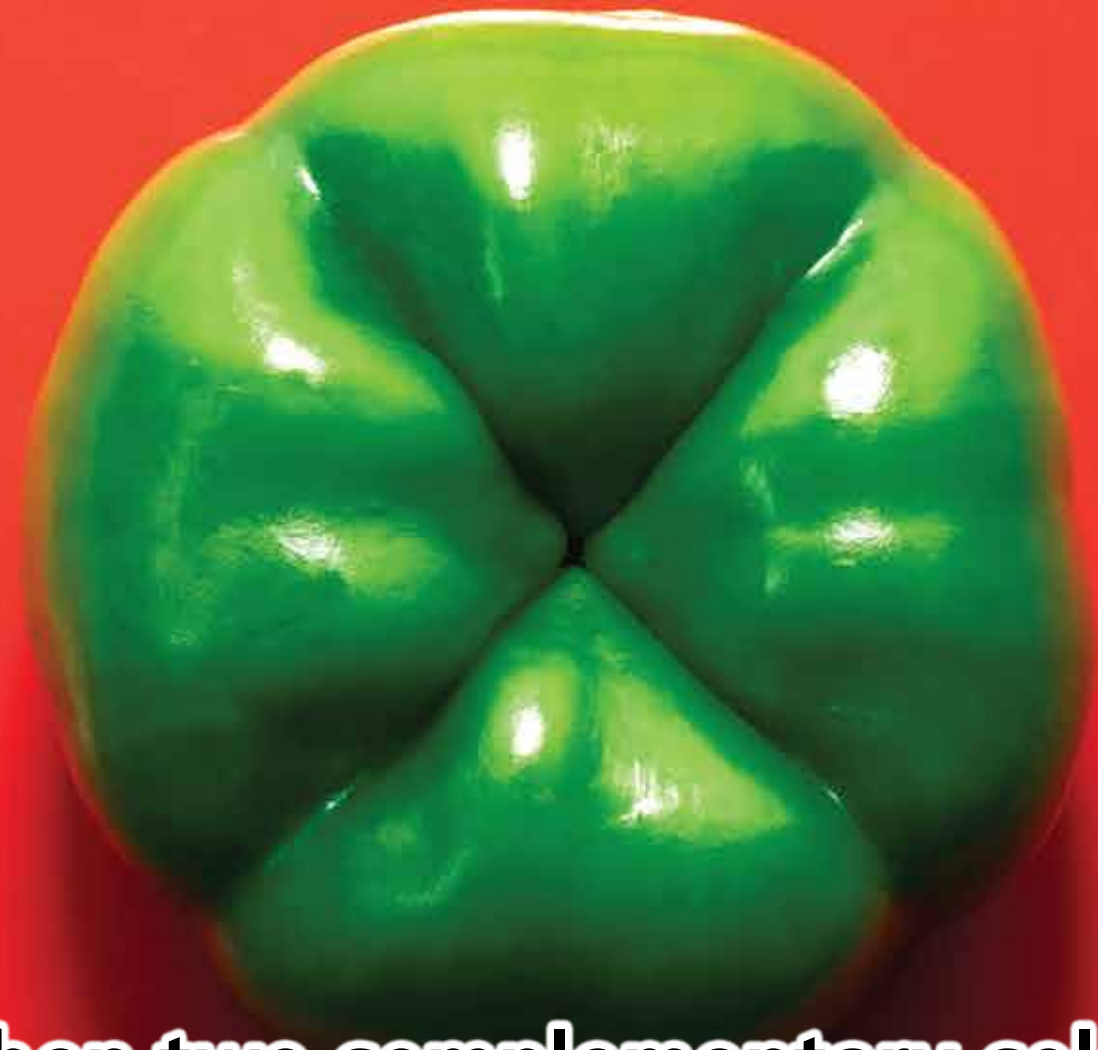
And orange, which is easy to tell apart from green, became the new "caution" signal. But red has always meant stop.





When we mix two colors and get a neutral color like gray or black, those two colors are called complementary colors. The complementary color of red is green.

Why are the red and green colors of traffic lights easy to tell apart?




When two complementary colors are placed together, they stand out against each other. This effect is called "complementary contrast."

Using complementary colors can create a strong impression. Signs and logos often use complementary color pairs like yellow and navy or blue and orange.




A close-up photograph of a hand holding a red, octagonal traffic light lens. The lens is made of clear plastic and is filled with a red liquid. The hand is holding the lens from the bottom, and the fingers are visible. The background is a plain, light-colored surface.

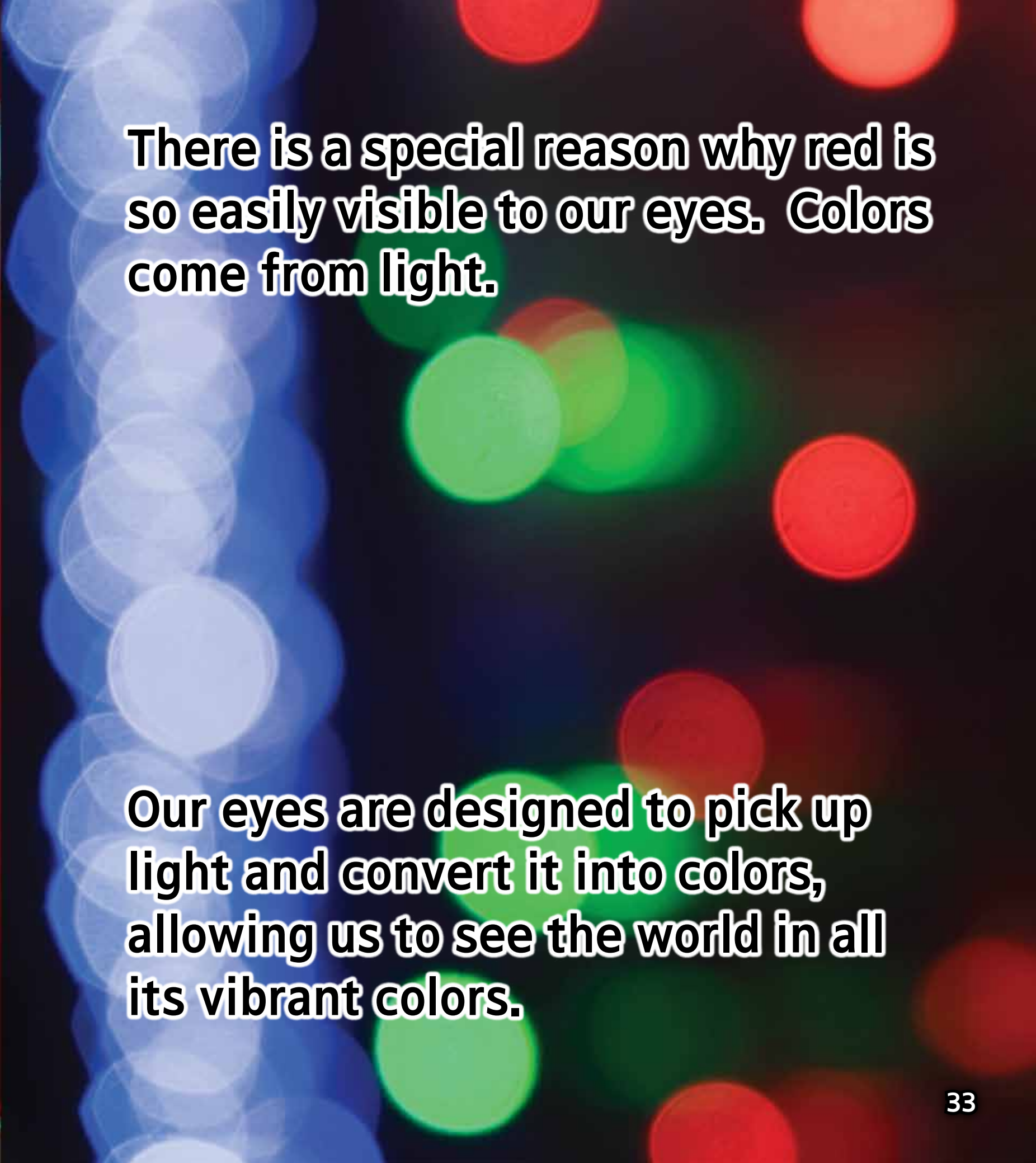
But why was the color red chosen to mean "stop" in traffic lights? Red makes people think of blood, which triggers a sense of fear.

A photograph of a car's rear end at night. The car is white, and its taillights are illuminated. The left taillight is a red lens, and the right taillight is a yellow lens. The background is dark, and there are other cars and lights visible in the distance.

Red is also the color that stands out the most, no matter the distance. Red is also the most visible color, even for people who have trouble seeing other colors.



Red is also a functional color that can be easily noticed in the dark. That is why it is often used for warning lights to signal danger.

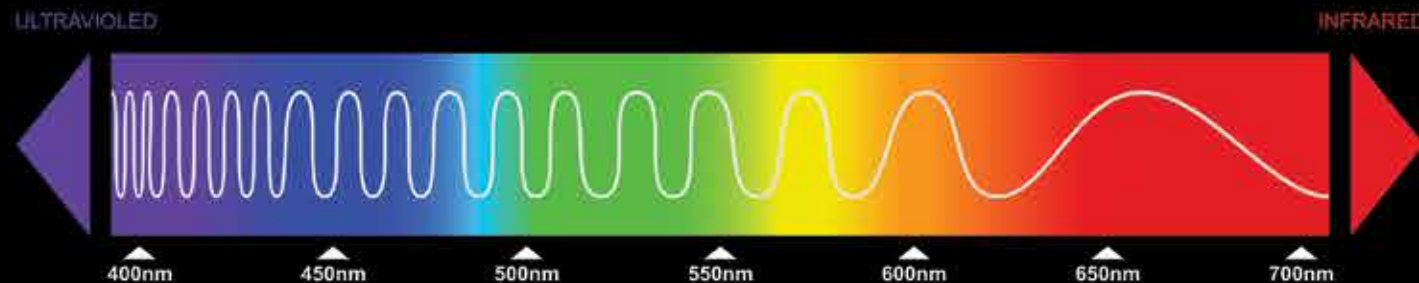


There is a special reason why red is so easily visible to our eyes. Colors come from light.

Our eyes are designed to pick up light and convert it into colors, allowing us to see the world in all its vibrant colors.

Light has wavelengths for each color. Our eyes distinguish colors based on these wavelengths.

Visible Spectrum



Compared to other colors, red can make more heat energy and has a long wavelength, allowing it to penetrate objects deeply.

So, red can be absorbed by objects more than other colors. This is why red objects are so visible to our eyes.



