People tend to choose colors based on their preferences. If we understand and use colors that match our natural skin tone, we can create a more likable impression. The key to choosing these colors is our face color.

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K7.1.1 The Psychological Effect of Colors on Humans

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The Psychological Effect of Colors on Humans

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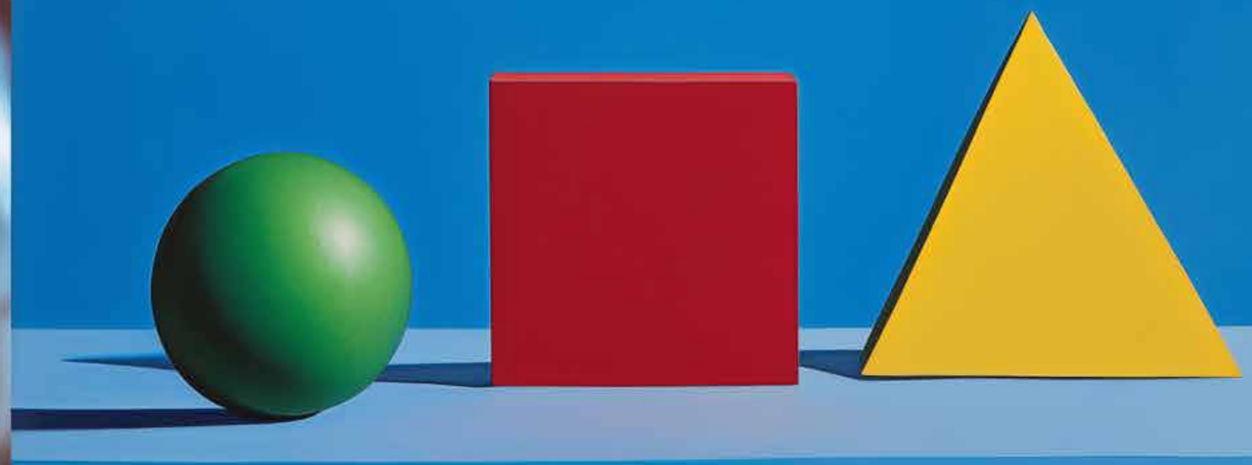
The first thing we notice when we look at an object is not its shape or use. It is the color.

We see an object through its color.



We connect the object with its color and store it in our memory.

Later, when we see the same object again, the color comes to mind from our memory.
This is called "memory color."

Memory color is the typical color we associate with an object based on our preexisting ideas.
For example, people usually think of blue when they hear "ocean," black when they hear "darkness," and green when they hear "leaves."

Memory colors vary slightly by country, region, age, or social group. For example, when thinking of the color red, young children might think of the "sun" or "fire," young adults might think of "passion," and older adults might think of "danger."

Regardless of race, everyone has some common memory colors.

When should we cross the street at a traffic light?

Traffic lights change colors, and people move according to those colors as if they have made a rule. This is related to memory colors.

People remember the red traffic light as a signal for warning and danger. On the other hand, green is recognized in our memory as the color for "go" and "proceed."

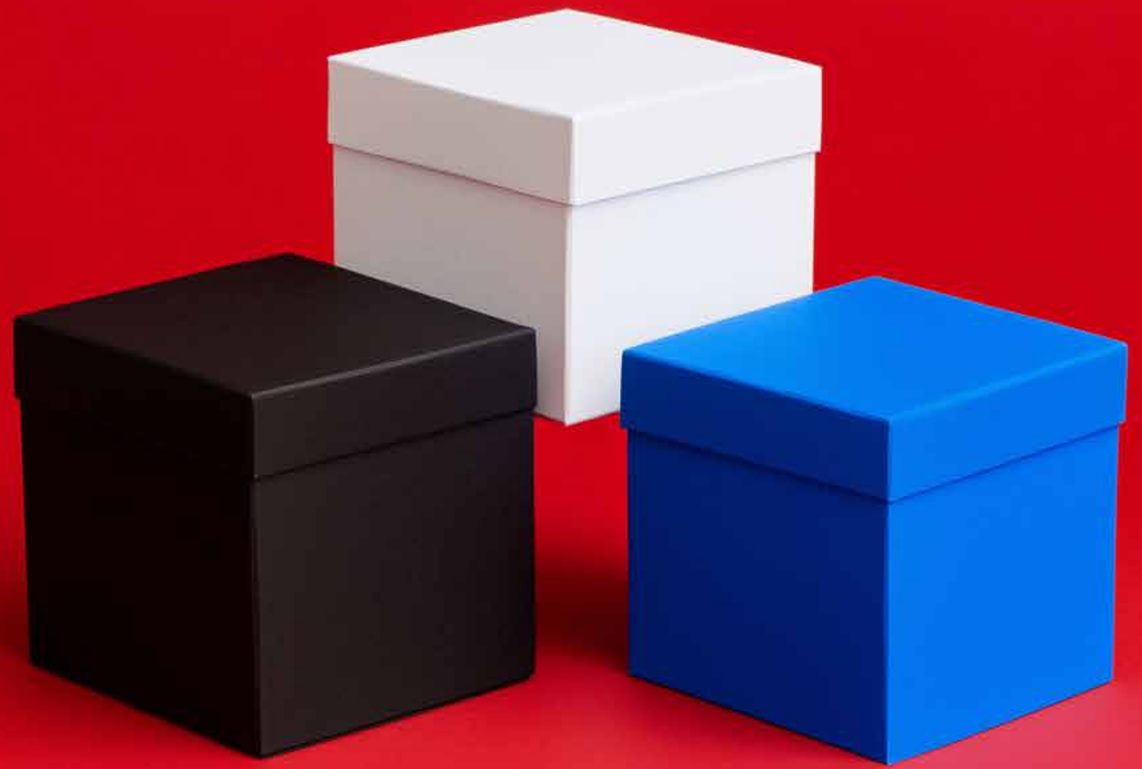
We often remember food by its memory color.

For example, we usually remember spaghetti as red. So, seeing red spaghetti makes us want to eat it.

But what if spaghetti were blue? Since it does not match the color we remember, it would not look as appealing to eat.

In this way, color greatly influences our minds.

Here is a fun experiment using colors. Black, blue, and white boxes were placed in front of children.

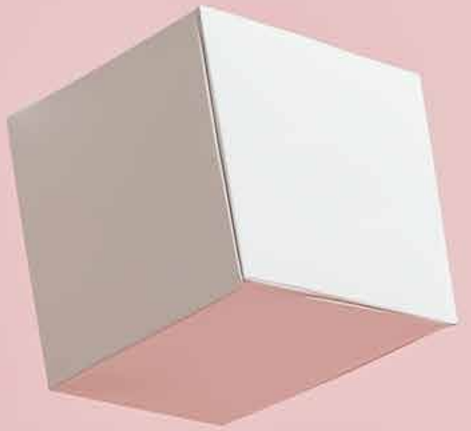


They were asked to choose the box they thought was the heaviest and which was the lightest.
What do you think happened?

The children said that the black box seemed the heaviest and the white box seemed the lightest.

In reality, all three boxes weighed the same. Why did they seem to weigh differently based on their color?

The secret lies in the brightness of the colors. Colors feel heavier or lighter depending on their brightness.
The more mixed colors, the darker they appear and the heavier they feel. However, fewer mixed colors appear brighter and feel lighter.



That is why the darkest black box looked the heaviest, and the brightest white box looked the lightest.

People tend to choose colors based on their preferences.

But each person has something called a "personal color."

Personal color is the unique color that suits each person based on their skin, hair, and eye color.

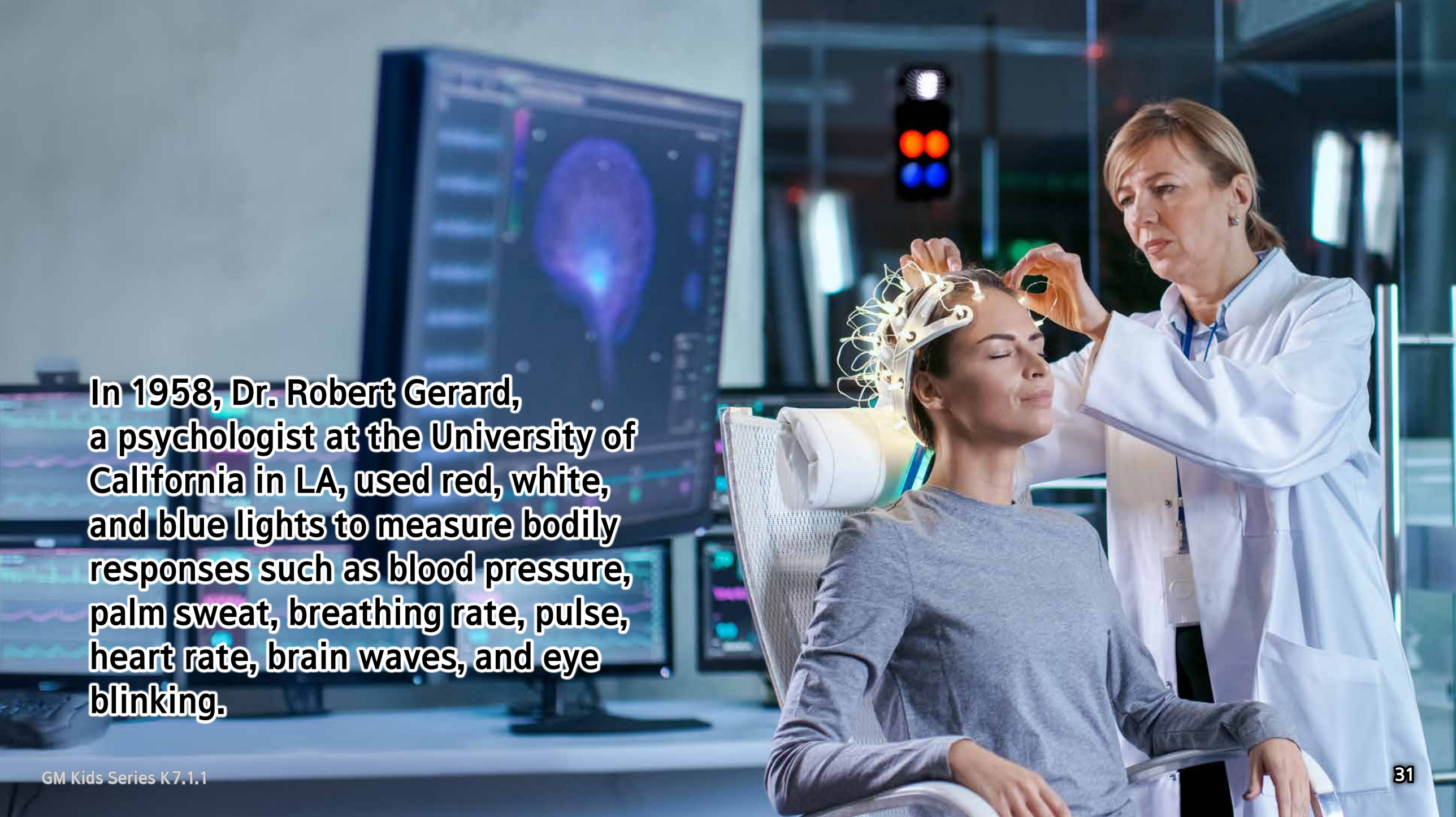
If we understand and use colors that match our natural skin tone, we can create a more likable impression. The key to choosing these colors is our face color.

Depending on the color of our faces,
warm colors might suit us better,
or cool colors might look best.

Finding each person's personal color is done in a scientific and objective way.

This means we can choose colors based on clear evidence and standards.

Color therapy uses the energy and properties of colors to help improve our mood, reduce stress, and increase our overall well-being.



In 1958, Dr. Robert Gerard, a psychologist at the University of California in LA, used red, white, and blue lights to measure bodily responses such as blood pressure, palm sweat, breathing rate, pulse, heart rate, brain waves, and eye blinking.

He found that red light raised blood pressure, sped up breathing, and tightened muscles.

On the other hand, blue light calmed the nerves, slowed breathing, reduced eye blinking and blood pressure, and made people happy and relaxed.

When we feel stressed, we want to take a break and go somewhere far away. Most people think of peaceful places like a quiet beach or a lush forest.

Tired of gray, city dwellers unconsciously seek comfort from nature's colors. For them, the green of nature is the best color therapy for peace of mind.