



COLOUR

AN INTRODUCTION

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INFLUENCES

Perceptions

Communicates emotional energy

90% of information transmitted to the brain is visual, and visuals are processed 60,000x faster in the brain than text

REJUVENATION

GREEN

Represents life, vitality
and money.





PANTONE

Colour of the year: 2017

Rejuvenation, restoration and
renewed energy

"There are no lines in
nature, only areas of
colour, one against
another."

EDOUARD MANET

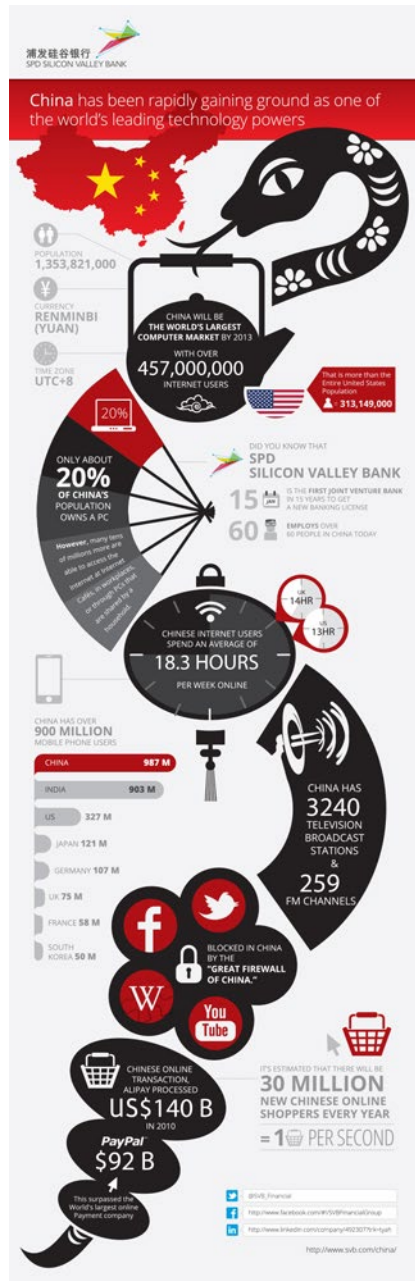


PASSION

RED

Delivers impact,
drives emotion
and competence.





SPD SILICON VALLEY BANK YEARBOOK 2013

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TRUST

BLUE

Conveys professionalism,
trustworthiness, intelligence
and competence.



CAREFREE

ORANGE

communicates health, energy
and enthusiasm. It's
associated with youthfulness



OPTIMISM



YELLOW

Colour of joy and
happiness.
Conveys hope and
optimism.





PURITY

WHITE

Lends space to design.
Sophisticated
minimalism.
Helps portray cleanliness
and simplicity.

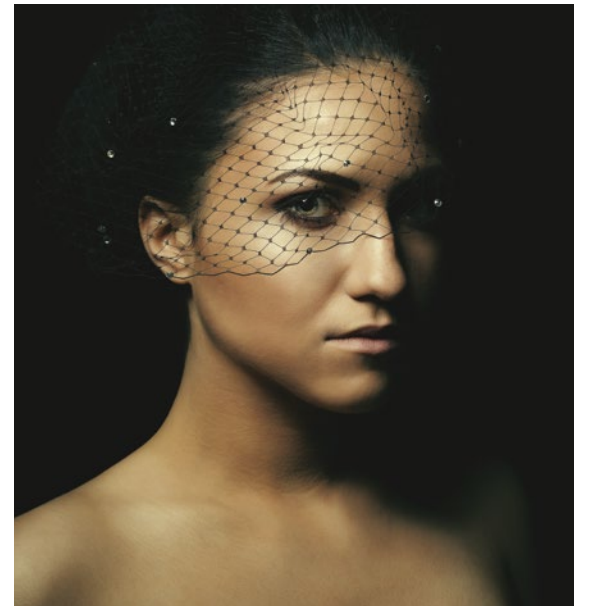


ELEGANCE



BLACK

Colour of mystery,
sophistication and power.



A misty forest scene with vibrant red autumn foliage. The trees are dark and silhouetted against a bright, hazy background. The ground is covered in fallen red leaves. The overall atmosphere is serene and autumnal.

Q&A