

THE PSYCHOLOGY OF COLORS:

How Hues Influence Behaviors and Moods

Color psychology studies the ways in which shades impact how humans feel and act.^{1, 2, 3} From the clothes we wear to the surroundings in our environment, colors can subtly influence actions and emotions in interesting ways.

By knowing the moods associated with different colors, you can intentionally take advantage of this phenomenon to help create the vibes you're looking for.

HOW COLORS DERIVE MEANING

There are three different lenses through which colors are interpreted:¹

1

INNATE:

These associations transcend culture and are likely based in the colors of nature.¹ Consider how yellow is often associated with brightness² (like the sun) while blue can evoke tranquility¹ (like the ocean).

2

CULTURAL:

These perceptions are sculpted by the social environment you're surrounded by. For example, white is associated with innocence in many Western societies, while the same color symbolizes mourning in many Eastern societies.²

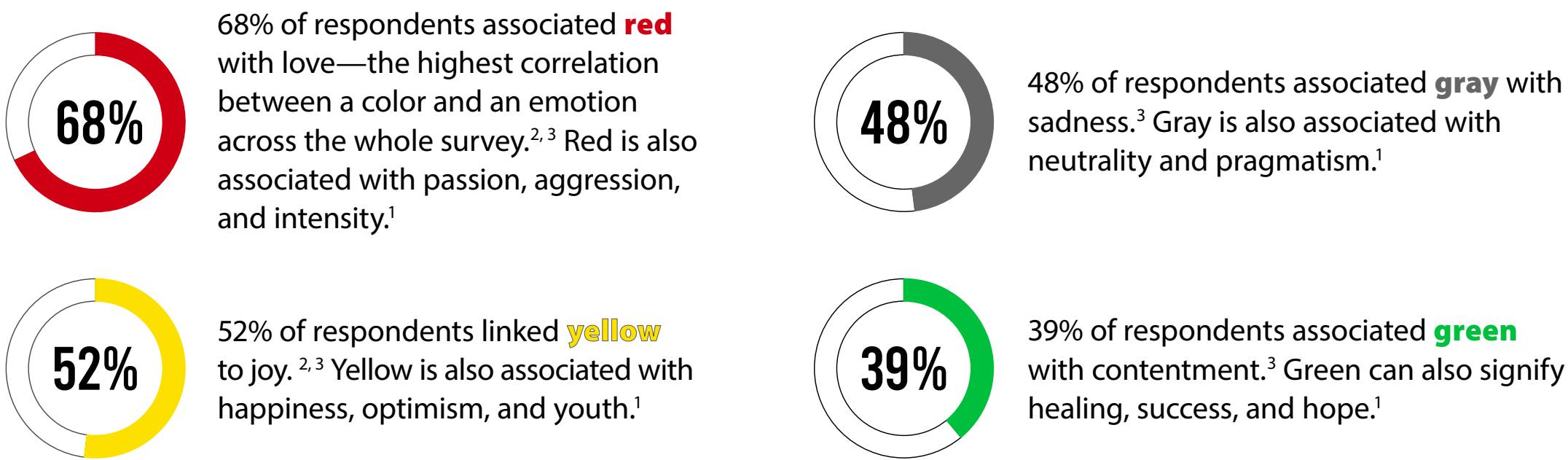
3

PERSONAL:

Personal experiences can form strong associations with certain colors, such as having a fondness for purple because it was the color of your childhood bedroom.

HOW SPECIFIC COLORS INFLUENCE MOOD AND BEHAVIOR

Despite the variance in cultural and personal associations, certain colors are still widely associated with the same things across societies. Here are some color correlations taken from an international study conducted across 30 countries and 22 different languages, followed by other common associations:



HOW TO INCORPORATE THE RIGHT COLORS INTO YOUR LIFE

The thoughtful application of color can help create emotionally supportive environments. Soft, cool tones—particularly light blues and greens—are excellent choices for bedrooms and relaxation areas. These hues help cultivate a serene atmosphere and can ease feelings of stress or anxiety.²

For workspaces or study zones, purples can support creativity and productivity while blues can promote a relaxed focus. Or perhaps you want something a little more energizing for these areas; in that case, consider vibrant colors like reds or oranges.^{1, 2}

Also consider what the color of your clothing choices can communicate. Blue can signify you as a stable, balancing force within the social dynamic.¹ Orange can make you come across as vibrant and enthusiastic while purple can convey a sense of luxury. Black can make you seem more mysterious, serious, or maybe even a little solemn.¹

Whatever look or feel you're going for, there's an associated color that can augment the type of style you want to convey.

¹Mantell, Mike. "Color Psychology: How Color Affects Your Emotions and Why." *Science of People*, 2025.

²"The Impact of Color on Mood and Mental Health." *Grand Rising Behavioral Health*, 2025.

³Nicola, Stephanie "What Is Color Psychology?" *WebMD*, 2024.

