

What is Colour? - September 22/11

If someone were to ask you what your favorite colour was, what would you answer? My answer would be blue. Seems straight forward enough. But what shade of blue? In our design process we use a number of different methods on selecting colour or helping clients select colour. Our process colour manual contains some 24,000 different CMYK combinations, then there are pantone colours which are slightly different than the process colours, then there are pantone metallic colours which are again different, then there are RGB colours which is what you view on television or on your computer monitor. Colours have different meanings to different people whether that is due to personal experience or cultural influences. Let's take the colour red for example. Red can mean anger, you've heard of the term beet red, red on a construction site means danger, bull fighters swing around a red cape which makes the bull go, yet at an intersection it indicates stop, but what if you gave your spouse some red roses, chances are pretty good that you may get the green light. Culturally, red can signify prosperity or joy. Mars is also known as the red planet and in Greek mythology Mars is the God of War. So how is it that red can also mean life and vitality, have you ever noticed what colour your blood is? I touched on it a little earlier when mentioning red roses, red is also the colour of passion and lust which is why the seductive woman wears a red dress and not one coloured taupe. So to be more specific in my earlier answer, my favorite colour is 100% Cyan, 30% magenta and 10% black, you know ... blue.

To find out more about how colour influences us, give us a call and let us help you, "Leave your Mark!"



p: 604.220.4266 ■ f: 604.464.5442
info@princeofcolour.com ■ princeofcolour.com