



The *psychology* of colours



Red Stimulating Vibrant power	Orange Energetic Enthusiastic Fun	Yellow Friendly Cheerful Warm	Green Natural Healthy Peaceful	Blue Trustworthy Secure Responsible
Pink Calm Loving Feminine	Purple Successful Wise Royal	Brown Earthy Simple Dependable	Black Exclusive Prestigious Luxe	White Pure Innocent Practical

顏色與心理學的關係，是人類心理學研究的一個重要領域。色彩不僅僅是視覺上的刺激，更是一種能夠影響人類情緒、行為和思維的強大工具。不同的顏色會引發不同的心理反應，這些反應往往與個人的文化背景、生活經歷和個人特質有關。例如，紅色通常與熱情、活力和力量相聯繫，而藍色則象徵著信任、穩定和責任。理解這些色彩的心理意義，有助於我們在設計、藝術和日常生活中更有效地運用色彩。

色彩的心理學研究起源於19世紀末和20世紀初，當時的心理學家開始探索色彩如何影響人的感知和情緒。隨著研究的深入，人們發現色彩不僅影響個人的心理狀態，還能影響社會行為和決策。例如，在商業設計中，品牌顏色被精心選擇以傳達特定的價值觀和形象。在環境設計中，色彩的運用可以創造出舒適、愉悅或莊嚴的氛圍。色彩的心理學研究不僅豐富了我們對人類心理的理解，也為許多實際應用提供了寶貴的參考。



1. The first part of the document is a letterhead. It features a red and white geometric logo in the top left corner. The logo consists of a stylized 'S' made of triangles. Below the logo, the word 'SPRITECS' is written in a bold, sans-serif font. The letterhead also includes a red and white geometric pattern in the top right corner.

2. The second part of the document is a CD.

The CD features the same red and white geometric logo as the letterhead. The logo is centered on the CD, and the word 'SPRITECS' is written below it. The CD also has a red and white geometric pattern in the top right corner.

3. The third part of the document is a red folder.

The folder is a solid red color. It features the same red and white geometric logo as the letterhead. The logo is centered on the folder, and the word 'SPRITECS' is written below it. The folder also has a red and white geometric pattern in the top right corner.

4. The fourth part of the document is a red notebook.

The notebook is a solid red color. It features the same red and white geometric logo as the letterhead. The logo is centered on the notebook, and the word 'SPRITECS' is written below it. The notebook also has a red and white geometric pattern in the top right corner.

5. The fifth part of the document is a red lanyard.



The first brochure is titled "June 5 Sponsorship Opportunities" and features a large graphic of the words "GO GREEN" where the letters are formed by green leaves and branches. Below this, it says "already" in a stylized font. The bottom brochure is titled "June 5, 2009 Budgeting & Measurement: The Green Way to a Black Bottom Line" and also features the "GO GREEN already" graphic. It includes text about the importance of budgeting and measurement for green businesses and lists several sponsors.

6.

The second brochure is titled "June 5, 2009 Budgeting & Measurement: The Green Way to a Black Bottom Line" and also features the "GO GREEN already" graphic. It includes text about the importance of budgeting and measurement for green businesses and lists several sponsors.

7.

The third brochure is titled "June 5, 2009 Budgeting & Measurement: The Green Way to a Black Bottom Line" and also features the "GO GREEN already" graphic. It includes text about the importance of budgeting and measurement for green businesses and lists several sponsors.

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The fourth brochure is titled "June 5, 2009 Budgeting & Measurement: The Green Way to a Black Bottom Line" and also features the "GO GREEN already" graphic. It includes text about the importance of budgeting and measurement for green businesses and lists several sponsors.

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