

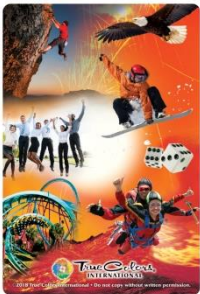


The Meaning Behind the Colors

Have you ever had your “Colors” done? Do you buy your clothes according to your “color” chart? Have you decorated a room to take advantage of the soothing effects of some Colors — or the warming effects of others? Do you wear certain Colors because they make you “feel” good? Have you been exposed to statements like “as good as gold,” “true blue,” or “look for the silver lining?” Mystics speak of the aura of color in people’s lives. Manufacturers recognize and take advantage of the effects of Colors as they package and market their products. Industrial designers set the mood of working environments through the use of color.

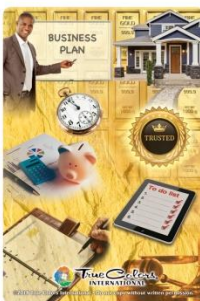
Color has been used to shape and describe our lives, our habits, our values, and our feelings throughout the ages. Research into the physiological effects of color has shown that it truly has an impact on our lives, often in unconscious and mysterious ways. Color can relieve tension and stress. Blue, for instance, is associated with tranquil surroundings. Thus, it is fitting that color provides the “association” between a temperament type and learning tools. How much better it is to refer to and connect with color than with the highly technical formulas, symbols, words, and numbers generally associated with temperament/personality/learning theory.

After reviewing the research data, Colors for True Colors were chosen for their direct association with the psychological and physiological needs of people.



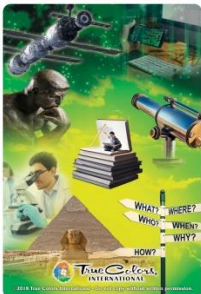
Orange represents energy, consuming physiological potency, power, and strength. Orange is the expression of vital force, of nervous and glandular activity. Thus, it has the meaning of desire and all forms of appetite and craving. Those with Orange as a Primary Color feel the will to achieve results, to win, to be successful. They desire all things that offer intense living and full experience.

Orange generates an impulse toward active doing: sport, struggle, competition and enterprising productivity. In temporal terms, Orange is the present.



Gold is the body's natural perceptions. It represents a need to be responsible, to fulfil duties and obligations, to organize and structure our life and that of others. Those with Gold as a Primary Color, value being practical and sensible. They believe that people should earn their way in life through work and service to others.

Gold reflects a need to belong through carrying a share of the load in all areas of living. It represents stability, maintenance of the culture and the organization, efficiency, and dependability. It embraces the concepts of home and family with fierce loyalty and faithfulness.



Green expresses itself psychologically as human will in operation: as persistence and determination. Green is an expression of firmness and consistency. Its strength can lead to a resistance to change if it is not proven that the change will work or is warranted. Those with Green as a Primary Color value their intellect and capabilities above all else. Comfort in these areas creates a sense of personal security and self-esteem.

Green characteristics seek to increase the certainty of their own values through being assertive and requiring differences from others in intellectual areas. They are rarely settled in their countenance, since they depend upon information rather than feelings to create a sense of well-being. Green expresses the grounding of theory and data in its practical applications and creative constructs.



Blue represents calm. Contemplation of this color pacifies the central nervous system. It creates physiological tranquillity and psychological contentment. Those with Blue as a Primary Color value balance and harmony. They prefer lives free from tension... settled, united, and secure.

Blue represents loyalty and a sense of belonging, and yet, when friends are involved, a vulnerability. Blue corresponds to depth in feeling and a relaxed sensitivity. It is characterized by empathy, aesthetic experiences, and reflective awareness.

