

# Candles by Color

## BDS Candle



# The Enigma of Colors

It does not matter what facet your life style is, somehow, someday, it is affected by color. Colors can sway things, cause reactions, change actions and can have an irritate or soothing effect on your eyes. The power of color has been experienced by all of us as color surrounds us in every form and can sometimes raise blood pressure or suppress an appetite.

Being a very powerful form of communication color is irreplaceable. It's universally understood that red means to "stop" and green means to "go." Tests indicate that a black and white image may sustain interest for less than two-thirds a second, whereas a colored image may hold the attention for two seconds or more. The importance of color cannot be ignored at any cost as it continuously keeps the viewer engaged keeping the element of attraction active all the time.

Living color does more than just appealing the senses, it also boosts the memory for scenes in the natural world.





## All you need to know about colors

**Warm Colors:** Warm colors consist of the hues from red through yellow, browns and tans. These colors evoke warmth are vivid and energetic and tend to advance in space.

**Cool Colors:** Hues from blue green through blue violet comprise of cool colors. These colors have a soothing & calm effect on the mind and eyes and give an overall peaceful impression.

**Neutral Colors:** Colors ranging from black to white which include all shades of gray are called achromatic or neutral colors. They're called neutral because they don't contrast with much of anything.

**Complimentary Colors:** Red & Green, Blue & Orange, Purple & Yellow are the complimentary colors of each other. These colors rarely look good when used together and are called complimentary because when used together they become extremely vibrant and have a very heavy contrast putting a lot of strain on the eyes. Their combination is useful only if you want something to stand out. For example: if you use a green background and have a red circle on it the red will jump out and be almost blinding.





**Analogue Colors:** Red & Orange, Blue & Green etc are called Analogue Colors because they match extremely well with each other and almost create no contrast. They're very good when creating a calm serene effect which results in a very comfortably overall look & feel.

**Monochromatic Colors:** All the hues and shades of a single color result in giving a monochromatic color scheme. Example if you use 5 different shades of blue ranging from dark to light blue it will be a monochromatic color scheme. It gives a very subtle and peaceful effect as the element of contrast is lacking in this sort of color scheme.

**What is Tint:** A tint is a mixture of a pure hue and white. For example if you take red color and keep on adding white to it you'll be producing lighter and lighter tints of red until it turns to pale pink.

**What is Hue:** Each individual or solid color is called Hue. Hue is absolutely any color in the rainbow that you choose to pick, it is the name of the solid color - without any tint or shade. When you open a crayons box and you read the wrapper of every color you are actually reading "hue." It doesn't matters if it's red, maroon, a shade of red or pink each and every individual name is a hue.

**What is Shade:** The shade of a color refers to how dark it is. It is a combination of a pure hue and black. Shades of a color offer a deeper and richer feeling when used in decoration. To clarify shade it can be said that *Burgundy is a **shade** of red and rust is a **shade** of orange.*

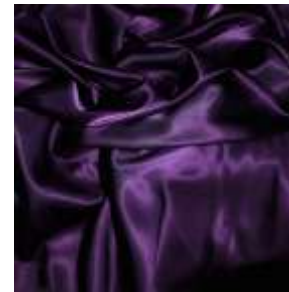


## How Colors affect our moods?

Color can have a profound effect on how we feel both mentally and physically. Dr. Morton Walker, in his book *"The Power of Color"* suggested that the ancient Egyptians as well as the Native American Indians used color and colored light to heal. Many colors are associated with human emotions and most of them have this affect universally.



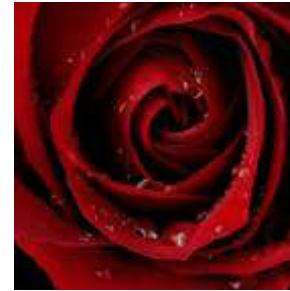
**Blue:** The color Blue represents peace, tranquility, calm, stability, security, loyalty, sky, water, cold, technology and depression. Blue can slow the blood pressure, reduce appetite and is also considered a business color because of its reliability. Blue is often used to be the safest global color.



**Purple:** The color purple exudes royalty, spirituality, nobility, wisdom, romanticism, enlightenment, cruelty, arrogance and exoticness. Purple dye was made from mucous gland of a snail, it required thousands of snails to yield 1 gram of dye causing it to be a color only nobles could afford.



Green: Green is most often cited as the favorite among colors. It represents nature, environment, health, good luck, renewal, youth, fertility, spring, inexperience & envy. It's cool quality soothes and calms.



Red: Red is the color we pay the most attention to. It is the warmest and most energetic color in the spectrum. Red is associated with love, valentines, danger, desire, speed, strength, emergency, exit signs, anger, violence, stop signs, blood & warmth. Red can evoke a fight or flight response, raise the blood pressure and make the heart beat faster.





Yellow: Yellow represents joy, happiness, optimism, idealism, warmth, imagination, hope, summer, sun shine, gold, philosophy, cowardice, betrayal, jealousy, illness & spirituality.



White: White is what we see when all colors come together in perfect balance. White color represents purity, simplicity, cleanliness, peace, humility, precision, innocence, birth, winter, snow, goodness, and marriage.

White is also used in figures of speech, example: "as white as snow".