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## **THE ROLE OF COLOUR IN HUMAN LIFE**

Colours accompany people throughout their entire life, from birth to the very last days. They perform not only an aesthetic function but also have psychological, cultural, and even physiological significance. Colours affect our emotions, ability to concentrate, and can be an important part of communication. Knowledge of colour psychology and its effects on people is widely used in different areas of life—from interior design to marketing, from medicine to fashion. This paper explores the role of colour in human life, its impact on emotions, behaviour, and mental state, as well as the meaning of colours in different cultures.

### ***Psychological impact of colours on people***

Colours can create different emotional reactions depending on their shade and context. Each colour has its own psychological associations and influence on a person. For example, red is often linked to energy, passion, and dynamism, but it can also cause feelings of anxiety and aggression. Green, on the other hand, symbolizes calmness,

harmony, and renewal. It is the colour of nature, helping people restore emotional balance.

Blue has a calming effect and is associated with purity, peace, and stability. However, too much blue may create a sense of coldness and detachment. Yellow is usually linked to joy, optimism, and cheerfulness, but excessive use of it may lead to nervousness and anxiety.

Psychologists have proven that colours can also influence a person's physical state. For instance, red increases heart rate and blood pressure, making it stimulating. Light blue and green, in contrast, have a relaxing effect, reducing stress levels and decreasing physical tension.

### ***Colours in the cultural context***

Colours have different meanings in various cultures and religions. In Western countries, white is often associated with purity, light, and celebration, while in some Eastern cultures, white can symbolize mourning and death. In China, for example, white is the colour of grief, whereas red represents happiness and good fortune. In Christianity, white is connected with holiness and innocence, while in Buddhism, it can symbolize transcendence.

In Japan red symbolizes not only strength and energy but also prosperity, which is why it is often used in New Year decorations. In India, yellow has a special meaning as a sacred colour, symbolizing wisdom and knowledge (Howard, 2017, 37).

Colours also play an important role in religious ceremonies. For example, in Catholic celebrations, red is used to represent the Holy Spirit, while green symbolizes ordinary time in the church calendar.

### ***The use of colour in different areas of life***

Colours are widely used in many fields, from interior design to marketing and fashion. In the interior design, the correct use of colour can change the atmosphere of a room and influence the mood of its residents. For example, bedrooms are often painted in calming colours such as blue, green, or pastel shades to help people relax and recover. In offices, neutral colours are commonly used to create a peaceful and productive work environment.

In marketing, colours help create a brand image and attract consumers' attention. For instance, red is frequently used in logos by companies that want to stand out and evoke energy, while blue is associated with stability and trust. Green is often chosen by companies working in health, ecology, and natural products, as it is linked to nature and well-being.

In fashion, colours also play a significant role. The popularity of certain colours changes with the seasons, often influenced by global fashion capitals such as Paris and Milan. Colours can also affect a person's emotions and mood, so individuals choose shades that highlight their personality.

### ***Colour in advertising and branding***

Advertising uses colours as a powerful tool to deliver messages and create emotional responses in consumers. This helps companies build the desired image for their brand. For example, red is widely used in fast food and beverage advertising, such as Coca-Cola, because it is associated with energy and passion. Green dominates in advertisements for natural and organic products, emphasizing sustainability and health.

Colour psychology is an essential part of branding strategy. Studies show that consumers often judge a product or company based on the colour of its packaging, sometimes even making purchase decisions influenced by the colour scheme alone.

Colours play an extremely important role in human life, affecting emotions, perception of the world, as well as cultural and social aspects. They have the power to change moods, improve work efficiency, and help solve psychological problems. Understanding colours and their effects can be effectively applied in design, marketing, medicine, and many other fields. Knowing how colours interact with human psychology allows people to enhance their quality of life by fostering positive emotions and actions.

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