

Color-Helper™ Application Guide

The power of Ambiance™ color harmony technology



Copyright 2008, Color Savvy Systems Limited
Rev 0208

Picking Colors That Look “Feel” Right Using Ambiance™ color harmony technology

People that care about the colors that surround them will spend weeks or even months carefully testing and adjusting their choices until they get a combination that *feels* just right; one that captures the *style or mood* that they’re trying to create; one that everyone *loves* the moment they see it. No one can quite explain how this works. Picking good colors is generally regarded as a “gift”. A few people have it. Most of us don’t.

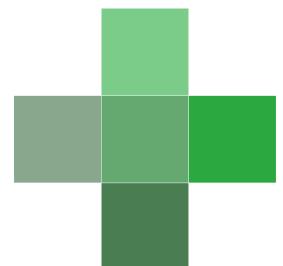


For years, to explain what’s happening, colorists have talked about how humans react to color. Red, for example, is thought to be an energizing color, a



call to action. Blue is supposed to be intellectually stimulating. But there are thousands of shades of each color, and not all shades follow the general rules. For example, while red may be energizing, pink is generally soothing. Further, these generic rules don’t explain why some color combinations work better than others.

That’s all changed. A life-long study by noted color psychologist Angela Wright has uncovered the flaw in the conventional thinking: human reaction to color is based on more than just the hue. Equally important are the intensity of the color and the shade of the color (amount of white/black it contains). Only when all three of these factors are included do consistent patterns emerge.



Color “Personalities”

After testing thousands of colors, participating in a multitude of validation studies and experiments, and applying psychological principles to the results, Ms. Wright reached an even more powerful conclusion. Colors fall into well defined and clearly distinct “personality groups”. These personality groups fully explain, for the first time, how we humans react to colors: how they make us “feel”, and why some color schemes “feel” so good.

Colors that FEEL Good: Ambiance

Yes, colors evoke feelings. While our eyes and our brains enable us to identify and label colors (the sky is blue), scientists estimate that 80% of our reaction to color is subconscious. This is where “ambiance” comes from. It’s our subconscious reaction that creates the warm cozy feeling that one gets in a New England bed and breakfast, or the secure, confident feeling that one gets walking into a big New York bank lobby – and much of those feelings are based on color. This also explains the “gift” that some people have. They are better than the rest of us at *feeling* color, and can build sets of colors that feel good.



Four Color Personalities

Based on Ms. Wright’s analysis, all colors fall into one of 4 personality groups according to the feeling they create. Here is a description and a few sample colors from each personality group:

1. Fresh and Friendly. These colors are lively, upbeat and optimistic.



2. Soft and Soothing. These colors feel calm, poised and graceful.



3. Solid and Substantial. These colors create an ambiance of warmth, security and tradition.



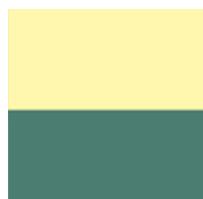
4. Powerful and Progressive. These colors have a modern, high-tech, and efficient air.



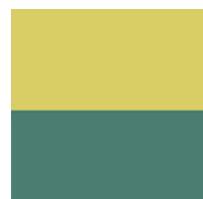
Picking Colors That *Feel* Right: Why Some Colors Clash and Others Harmonize

Defining these personality groups has created a revolutionary and error-proof way to pick colors. With this understanding it’s now possible for anyone – even someone without the “gift” – to pick colors like a pro: colors that not only look good, but also *feel* good.

Using the color personality groups, it becomes instantly clear why some color combinations clash. Quite simply, colors from different personality groups will clash with each other just like people of differing personalities can clash.



Colors from different personality groups



Colors from the same personality group

Clearly a color that is “Soft and Soothing” is likely to be at odds with a color that is “Solid and Substantial”. Personality groups also predict which colors will look good together – they just need to be from the same personality group.

For pleasing combinations of color, it’s critical that they come from the same personality group, but the results feel even better if the personality of the chosen colors matches the personality of the project. For example, a bank might want to use colors from the Solid and Substantial group, while a computer company is probably better off with the High-Tech feeling from Powerful and Progressive colors. The same applies to individuals and their homes. Colors for a home (or a wardrobe for that matter) will work best if their personality matches the home and the individuals.



What is the easiest way to see if color combinations are from the same personality groups? By using the Color-Helper™ color coordinator. The Color-Helper is the only color coordinator with Ambiance™ color harmony technology to determine personality group and give everyone “the gift”.