

Power of Color on the Brain According to Research Indicators

YELLOW

- The first color processed by the brain
- Improves comprehension by 70%
- Use yellow post-it notes and legal pads
- Use yellow paper to copy from the overhead
- It induces relaxation of tense muscles

PINK

- Lowers blood pressure and respiration
- Lowers behaviors that are aggressive
- Use florescent light covers in the DMC class

RED

- Promotes ideas more effectively
- It is the color of activity
- Use for graphic organizers

BLUE

- Increases willingness to read up to 80 %
- Homework on blue paper comes back more often!

SKY BLUE

- Releases neurotransmitters that calm
- Use in your quiet area
- Use in testing situations
- Use florescent light covers for in testing situations and in DMC

GREEN

- It produces recall up to 60-70%
- Use on dry erase board
- Use green highlighters

ORANGE

- It is fire, warmth, and intensity

¹ The Persuasive Properties of Color; Ronald E. Green; Marketing Communications, October 1984.

¹ Loyola University School of Business, Chicago, IL., as reported in Hewlett-Packard's Advisor, June 1999; (<http://www.hpadvisor.com>).

¹ The Power of Color; Dr. Morton Walker; Avery Publishing Group; 1991.