

The Affects of Colour and How To Use it to Your Advantage in Meetings, Presentations and to Gain that Extra Competitive Edge



It had been long known that colour affects us in many ways. We are affected both physically and psychologically by colour which assists in determining our mood, feelings towards others and the reaction others have towards us. Colour can be used to your advantage in many situations and by gaining a little insight on what certain colours communicate, it can help you create the message and influence you desire to portray.

The following tips on communication through the use of colour have been put together to assist you in your personal presentation in various situations. F3 – Fast Forward Futures Pte Ltd, together with Expressing You are here to assist you in achieving the polished, professional and high standards of your personal presentation.

Colours for Interacting with Women (Colours women respond well to)

Red earthy tones	Women warm up to the color quickly
Bright orange	Vibrant and energetic, inspires a bond
Violet or deep purple	Theatrical, mystical, dramatic Shows warm bloodedness
White	Neutral, calming and indicates you are trustworthy
Blue green, emerald, jade	Stimulates feelings of serenity, calms the heart
Light shades of green	Inspires kindness and compassion
Pale or warm pink	Creates comfort and puts at ease
Deep reds	Signifies bravery and shows courageousness
Turquoise or light aqua	Elicits positive responses, puts women at ease to open up

Colours for Interacting with Men (Colours men respond well to)

Warm yellows	Holds attention and promotes alertness A sign something new is coming
Warm reds	Keeps conversation following and ongoing
Chilli red	Shows confidence and self-assurance
Burgundy	Reflects class and sophistication

Medium tone blues	Puts others at ease and assists in smooth interactions
Sky or bonnie blue	Gives a calming effect
Navy and midnight blues	Signals you want to be taken seriously, inspires listening
Garnet red	Shows intelligence and femininity
Plum	Suggests strength and creativity

Colours for Brainstorming or Creative Endeavors

Medium tone pinks	Inspires creativity and originality
Lavender or violet	Adds spirituality and mysticism
Tan, camel	Elicits information and keeps conversation flowing
Purple	Rouses the senses and generates passion
Aubergine	Suggests tranquility and passion at the same time
Accents of red and yellow	For stimulation, motivation and inspiration

Extra Tip: If making a creative pitch in advertising, design, marketing or other creative means, blue and creativity are not felt to be synonymous

Colours for Business Meetings or Luncheons (with colleagues or clients)

Black	Power and authority
Navy blue	Trustworthiness
Royal blue	Sends out signals of goodwill and kindness
Deep grey	Bespeaks success and strength
Camel	Appears non-threatening, stable, supportive and reliable
Terracotta or brick	Projects warmth and sensuality

Colours to Wear when Promoting or Selling a Product/Service

Blue	To inspire trust – this is the best colour for sales
Orange accents	Friendly as it appeals to all
Yellow	Cheerful, stimulating and motivating
Deep pinks	Calms and inspires others

Extra Tip: If you are working in the medical or dental supplies industry, white is the best colour to wear as it projects impeccable standards of care and hygiene

Colours Not to Wear when Promoting or Selling a Product/Service

Brown of any sort	Narrow-minded and untrustworthy
Black and yellow Combinations	Signals danger, risk and stay away
Red suits (for women)	Signals that you are not a team player
Violet or purple	When selling insurance as it does not project security
Light to medium greys	Does inspire things to happen and will hold you back

Extra Tips: If you are negotiating, the worst colour you can wear is white alone. It stifles decision making and does not promote action

Colours to Wear when Public Speaking

Red	Generates excitement and people take notice
Scarlet accents	Draws attention and elicits compassion
Black	Powerful, dynamic and strong
Blue, tomato based reds	Generates excitement and holds attention
Yellow	Holds attention
Deep or vibrant pinks	Indicates zeal and passion for your topic
Navy to medium blues	Shows goodwill, trustworthiness and introspection
Blue greens	Colour people like and respond favorably

Colour Tips for in Front of a Camera or being Projected onto a Large Screen

Things to do:

- Wear simple outfits in solid colours
- Monochromatic blends (colours of similar intensity)
- Small to medium sized accessories
- For women – matte gold or matte gold and pearl accessory combinations
- Wear medium tone blues and this is the most media-friendly colour
- Wear colours that are not too light, bright, dark or distracting
- Keep your hairstyle tidy and away from your face
- For women – if you have long hair, tie it back to keep it from falling forward with head movement while speaking

Things not to do:

- Never wear anything red which tends to 'bleed' (the edges run or look fuzzy) on camera
- Avoid sharp or high contrast between the colours you wear, e.g. black and white or bold prints
- Avoid prints such as thin stripes, herringbones and plaids and they can appear to dance or move around the screen
- If you wear glasses, try put in contact lenses as eyeglasses create a barrier between you and viewer. If this is not possible, invest in a pair with non-reflective lenses
- Never wear tinted glasses
- If you colour your hair, be sure to have your roots re-tinted a few days prior. Dark roots are more noticeable under bright lights and look unprofessional
- Do not wear overly shiny accessories which can cause problems with reflections
- For women – do not wear dangling earrings or anything that jingles causing noise
- For women – You need to wear make-up as studio lighting is very harsh on the skin and accentuates imperfections
 - Wear a thick foundation and choose a colour to match your skin tone or darker
 - Use concealer to balance any dark areas especially around the eyes
 - Use peach based eye shadows and grey contours. Avoid dark browns shades and black eyeliner as these tend to make you appear bruised
 - Use blush to appear to have colour in your cheeks
 - Use a matte powder heavily. Avoid shiny powders as they will tend to make you appear sweaty
 - Choose natural shades of lipsticks and avoid bright reds, pinks, dark browns and burgundies
 - Wear mascara to open up the eyes in either black or brown. Do not wear any other colours as they look immature

This information is courteous of Jo Clary, Leading Image Consultant of F3 – Fast Forward Futures Pte Ltd, a Singapore based Image and Presentation Consultancy.

With over a decade of experience in the fashion and communication training industries in Asia, we offer services for men, women and corporations on how to project the correct image to enhance both personal and corporate objectives.

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