



## APPLYING THE PSYCHOLOGY OF COLOR TO INTERIOR DESIGN

### USING COLOR TO ACHIEVE SYNESTHETIC AFFECT

- To convey specific ambiance
- To facilitate a mood or evoke a feeling
- To improve stability, security and overall experience
- To raise spirits or quiet a loud area
- To reduce fatigue and improve a working environment
- And much more

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INTERNATIONAL ASSOCIATION OF COLOR CONSULTANTS

# SWIM ON IN



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## 2015 SYLVIA'S SWIMWEAR

- Interior Design: Bev Horgan
- Construction & Painting: Hodge Construction, Inc.



Using color to brighten a dark area while suggesting a beach atmosphere.

Using brown tones for the floors projects a feeling of security and stability.



Applied color psychology:  
This orange tone = jovial  
This yellow tone = happy  
This green tone = fresh  
This blue tone = salty

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The wall color is known to compliment all skin tones and to be cheerful in small spaces.



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