

Color Can Improve Your Company's Productivity by

- *Improving Employee Morale*
- *Enhancing Your Public Image*
- *Contributing To Safety*

Warm Colors

(Red, Yellow, Orange)

- Dispel boredom
- Stimulate action

Cool Colors

(Blue, Turquoise, Green)

- Relax
- Promote concentration.

Light Colors

Off-Whites, Light Tones

- Make areas seem more spacious.
- Usually gives people a mental "lift".

Dark Colors

Deep Tones

- Absorb light.
- Will make rooms seem smaller.

Bright & Clean Colors

Primary and Secondary Colors

(Red, Blue, Yellow, Orange, Green, and Purple)

- Draw attention.
- Denote importance.
- Identify safety areas.

White

- Denotes cleanliness.
- Reflects the most light.