



A New Color

Concept

# Introduction To A New Color Concept

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**Your closet is a toolbox full of powerful colors. Each color and its various shades influence yourself and other people.**

I want you to see that your closet is your tool box. How do you want to influence the people you will be interacting with today? What are the goals you need to obtain? For those of you who are goal-oriented, resourceful, and already have achieved many successes, colors will give you the edge that could be the difference between closing a deal or not, getting to work with a special team of people in your industry or not, or in other cases getting hired or fired. You have been experiencing the effect of color your whole life. Now you will understand the many sources that make the colors you wear so persuasive.

We are daytime beings who see the world differently than nighttime animals. Nocturnal animals are only able to see black, white, and gray. They have fewer photo receptors to detect color. This is all they need to see in the moonlight of each night in order to hunt, eat, and reproduce.

Nature color codes animals to help them thrive and survive. An animal's coloring attracts mates and also makes them invisible to predators. Poison berries, mold, and bad meats are colored in such a way that animals know to avoid them. Colored eggs are a sort of camouflage. Therefore, they are not to be easily found, and the young are not eaten before they are born.



Butterflies can actually see more colors than humans because they have to be able to find the pollen deep within bright colorful flowers and spread it to other blossoms. For a field of grasses, flowers, and trees to exist, the butterfly's ability to search, find, and spread colorful pollen is the difference between having a field of flourishing flowers or a barren plot of land. Nature is very efficient with color and eyesight. Make it easy for people in your environment to recognize who you are, what you are capable of, and where you are headed within your corporate culture by selecting the colors you wear with your goals in mind.

Colors can get people to pay attention to us so we can share our talents just the way the colors of plants attract insects and animals to help them cross pollinate and spread throughout the land. We need to make it easy for people to take a look at us and understand the message that we intend to communicate. Every day we want to accomplish a variety of different objectives. The colors you choose to wear can convey the intent of what you want to achieve with greater ease.

# How To Use This Information

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**Go to your closet. You have to wear clothes no matter what. Look at your clothes. What do you think those garments say about you? What do the colors of your wardrobe say to you? Take note of your uncensored, unedited thoughts. Look at these colors hanging before you, make a list, and then have a seat so you can locate each color in the chapters of this book.**

**Any surprises?**

**Any realizations?**

In general, cool colors relax, reassure and calm those who see us wearing green, blue, and/or purple. When we wear a darker shade of these cool hues, people are still reassured but take us more seriously and assume we are the one in charge. Lighter tints of those same baseline cool colors send others the message that we are approachable and reassuring. People may find your presence so comforting that they could talk to you about anything. This effect could be great if you want people to open up and talk to you more than they have been.

Warm colors excite others and affirm you as a person with vitality when you wear yellow, orange, and/or red. Deep strong shades of these same warm colors make it easier for people to see you are more determined and focused. Lighter warm colors put others at ease and help you give a pleasant congenial impression.



Pages 12 and 13 titled **Cool Basics** and **Warm Basics** will show you the color examples just explained in the previous two paragraphs.

In the following 16 chapters, I have listed a variety of contributing factors of what makes each color powerful in our businesses and leadership roles. I share a **short story** to illustrate how a color made a difference in the life of a person. Each color has its own **history** that is affecting our attitude that you may not have realized before. The **current** portion is for how these colors are perceived in the workplace now.

Because of the colors we see in **nature, foods, and our bodies**, we have physical associations with those colors that affect our attitude about any particular shade. I want you to know these. We are surrounded by colors in nature now. We grew up playing outdoors being influenced by nature's enormous range of colors over our entire lifetime. We have unconsciously carried that significance forward into our lives now whenever we interact with colors indoors, outdoors, on people, or in a variety of business situations. If a color has a **scent** that we attach to it, this has an even more engaging impact because another sensory factor is involved.

Psychologically we have an enormous variety of influences and associations with each color based on our **age ranges, generations, and genders**. **Phrases, sayings, quotes,** and idioms that you have heard over time can influence your attitude about a color which is especially important depending on your industry. Gen Y's have a very positive attitude about *being green*, which now means being more ecologically sound in business practices, using less paper, and creating less waste. Baby Boomers might refer to a new person as a *greenhorn*, but this phrase probably would not be understood by people new to this country, those just out of school, or others unfamiliar with this jargon due to their generation.

Understanding any **negative connotations** can be important and useful in your specific industry also. You wouldn't want to make references to Brownshirts from the World War II Nazi regime if you worked at UPS, where one of the media slogans it is known for is, *"What can 'brown' do for you?"*

I have suggestions for how each group of colors can be used for **solutions** and can affect your business day or leadership role.

It is very important that you expand your understanding of any color used in the branding of the company you work within. Public relations firms who launch company brands and major marketing campaigns have known and used color to make their clients be as impactful as possible. Please note the companies bulleted for their **logo or media campaign**. I have also listed if a color has ever had a variation of its hue named as a *Pantone Color of the Year* by the Pantone Color Institute®. This is an annual announcement that forecasts a popular color you will see used in marketing and manufacturing clothing, accessories, and housewares for the coming year.

The **color circle** at the end of each chapter will show three to four examples of various shades within that color range along with three words for each color to help you understand the impression you will make when you wear it.

A **cross reference** has been listed after the chapters so you can quickly approach this concept with the meaning in mind first and then find a variety of colors to help you achieve your goals as you dress for the day's activities.

For more information how to use this book go to the video series on [www.PowerfulAppearance.com/ColorNation](http://www.PowerfulAppearance.com/ColorNation) or email [Linda@PowerfulAppearance.com](mailto:Linda@PowerfulAppearance.com).