

Part Two

Colours explained

R

E

D



Red

Properties

POSITIVE	NEGATIVE	NOTES
Active Adventurous Alert Appreciative Assertive Audacious Awakening Bold Brave Bright Candid Challenging Cheerful Confident Courageous Daring Decisive Deliberate Determined Diligent Direct Distinctive Dramatic Dynamic Eager Energetic Engaged Enthusiastic Extrovert Fearless Firm Fulfilled Gallant Grounded Happy Humorous Insistent Joyful Keen Life force Lively	Aggression Anger Aversion Demanding Destructive Detachment Domineering Embarrassment Exhaustion Feelings of separation Forceful Frustration Guilt and shame Impatient Indifference Materialistic Not good enough Overpowering Provocative Rejection Resentment Stubbornness Talkative Willful	

Properties cont'd

POSITIVE	NEGATIVE	NOTES
Material side of life Matter-of-fact Motivated Noticeable Optimistic Passionate Passion for life Persevering Persistent Positive Powerful Practical Provocative Quick Resolute Self-assured Self-motivated Self-reliant Sensual Sexy Sparkling Speedy Spirited Spontaneous Straightforward Strong-minded Strong-willed Survival issues Tenacious Tireless Unwavering Upfront Vital Vivacious		

Expression

Speedy, happy, physical, erotic, materialistic



Personality

If you predominantly wear the colour red it will reveal the following about your personality:

Wearing predominantly red commands attention, and shows that you are an energetic person with a passion for life. Whenever you want to achieve something you display determination and will power to get what you want. However, you must use your energy and willpower in a constructive way so as not to create selfish and destructive behaviour.

When things are not happening quickly enough for you, you can get very impatient, frustrated and angry. One of the major things for you to learn in life is not just to have patience with others, but also with yourself. Being a good listener could be a challenge for you.

You want to excel in everything you do, and you have a need to be the best and thrive on attention and admiration. You are courageous, a born leader and a great reformer. You have great passion for any cause you believe in and are motivated to try any new ideas.

You can be materialistic, but this is just masking insecurities of personal survival issues. By keeping yourself busy all the time you are creating a false sense of self worth disguising those feelings of emptiness within with continuous activity.

Red also indicates passion and as such can be used as a provocative, exciting and seductive colour.

More about red

Your health is often measured by analysing your blood. Everyone knows the significance of blood and we all associate red with passion, energy, vitality and enthusiasm. The colour red can make our blood pressure and temperature increase as well as heart rate and libido! Whoever suffers from varicose veins or high blood pressure should be aware not to wear too much red. Red light has a positive effect on scars and muscles.

All Fast Food Restaurants will use red in their logo because this colour is fast as well as 'exciting and encouraging'. Do you know you will eat more and even spend more money

when surrounded by red because red stimulates the sensory nerves; smell, sight, hearing, taste and touch. That is also the reason that many casinos use red carpets or furniture because red is a materialistic, inspiring and stimulating colour. Ferrari has chosen red for the same reason; it is fast, powerful and domineering. The planet Mars is called 'the red planet' and rules passion, sex drive and even aggression. Worldwide there are 'red light districts' and people describe aggression with 'seeing red'.

Connotations

Fire engines
Red traffic lights
Seeing red – high blood pressure
Infra red sauna

Crystals and gemstones

Bloodstone
Coral
Fire opal
Garnet
Red jasper
Rhodonite
Rhodochrosite
Rubellite
Ruby
Sardonyx

Food

Red meat, beetroot, radishes, red peppers, tomatoes, cherries, strawberries, kidney beans, chilli peppers, clove, cumin, chilli, cayenne pepper, raspberries.

Red food can increase your levels of energy, drive and vitality. Eat some red food when feeling light-headed, low in energy or stamina. Red is stimulating, warming and strengthening for the body.

Opposite Colour

Green