

Article as it Appeared in CMG's *ColorChips* Winter 2007

Color Psychology: Fact or Fiction?

By CEO, Dewey G. Sadka: The Dewey Color System;

Dr. Rense Lange: Integrated Knowledge Systems; and Dr. Yu-Sheng Hsu: Georgia State University

“Green” with envy, sad and “Blue” are outdated myths. According to a new study, the feeling behind a color is now a proven fact. Perhaps color’s unspoken power speaks even louder than words!

Below find the creative process of how a twelve-year, multi-million dollar, and multi-patented process created a scientifically valid non-language personality test (Publishing in the *North American Journal of Psychology*, December, 07). The article is titled, “[Color and Personality: Strong’s Interest Inventory and Cattell’s 16PF](#)” by Drs. Rense Lange and Jason Rentfrow. Inadvertently, this study also establishes the true psychology behind each color.

METHODOLOGY: Since a person that dislikes red might associate red with anger, and those that prefer red will see it as being direct, a methodology needed to be established that bypassed one’s initial reaction to a color.

- We tested individuals on the 16 PF (Business and Clinical), the Strong Interest Inventory (Vocational), and the Dewey Color System (Color Preference).
- Then, Dr. Lange correlated the colors against each individual category for both tests.

SAMPLE BASE: Did it encompass an unbiased and significant database?

- We tested 1000+ individuals encompassing a large demographic scope outside of the design community. Those directly involved in color are considered biased. Layers of information make it difficult for them to separate their experiences from color’s subjective impact.
- In our test for example, children ages 6-12 took the test twice as fast and with a higher accuracy level in both the test and retest phases.

TESTING PROCEDURE: Will it produce the same results under all conditions?

- First, who and where was it conducted? We used an outplacement service staffed with Human Resource and testing experts.
- Testing and retesting proved that color preference remained the same. Our Vibrant testing hues created a reaction strong enough to achieve the same results in a repeated testing format.

CORRELATION RESULTS: Is it accurate?

- Using advanced techniques derived from modern Artificial Intelligence, this system accurately measures all of the factors of the 16PF and the Strong Interest Inventory based on people’s color preferences.
- Each hue acts independently to establish measurable results. See article below.

Given the increasing demands of our fast-moving global economy for marketing and company image, harnessing the power of color is a huge step forward in the design world. **So, in the future discard your personal color preferences and the historical uses of a color.** Don’t allow personal thoughts or color myths to steer you off-track (Even though they’re fun and entertaining)

Are You Crazy?

Article by Dewey G. Sadka

Correlations by Dr. Yu-Sheng Hsu of Georgia State University

According to a new study, your color preferences indicate just how “crazy” you are. If you prefer all the colors under *Crazy-Fun* and disdain all the colors under *Stable-Together*, then your shrink probably deserves whatever you are paying him!

CRAZY-FUN

vs.

STABLE-TOGETHER

Evoke an impulsive, reactive, emotional feeling

Create a stable, conservative

USE:



Purple

Gold

Red-
Orange

Black

USE:



Green

Blue

Red

View below other world-first correlations between color preference and personality. Dr. Yu-Sheng Hsu of Georgia State University conducted this study (findings were researched by Dr. Rense Lange and are publishing in the *North American Journal of Psychology*, December, 07).

OPENNESS

vs.

MYSTERIOUS

Evoke a genuine, forthright, sincere image

Create a mysterious, discreet

USE:



Yellow

Red

Green

Purple

Teal

USE:



Orange

Red-
Orange

Black

COOPERATIVE

Create a cooperative compliance

USE:



Blue



Magenta



Teal



Red-Orange

vs.

DOMINANT

Evoke dominant, forceful actions

USE:



Red



Black

RELAXED

Create a calming, relaxed mood

USE:



Yellow



Blue



Green



Brown



White

vs.

HIGH ENERGY

Evoke a high energy, attention-getting immediate

USE:



Red



Gold



Indigo



Black

DISORDER

Evoke an unexacting, bohemian setting

USE:



Yellow



Black



Brown



Gold

vs.

ORDER

Create an efficient, self-disciplined image

USE:



Blue



Orange