

Colour in the workplace

Colour is not just for sight, it has an impact on us physically, emotionally and mentally.

We spend a great deal of time choosing colours for our home, the diverse choice at the DIY store confirms this. Maybe we need to spend the same amount of time thinking about what colours surround us at work, as we spend more time in our workplaces than we do in our homes.

Deciding on colour can be a very personal experience and colour will affect each individual in a slightly different way. Each colour can have both a positive and negative effect on our moods, attitudes and emotions as well as production and creativity.

From the warmer colours...

Reds, Oranges and Yellows are best used in the workplace as accent colours. Red evokes energy and drive and can be great in a small area where energy needs to be heightened. An example would be in a gym area to help motivate or your group of products where you want to lead the client's eye.

Orange can have the same response, but Orange is all about creativity and freedom of expression. If you have an area where creative ideas need to be originated, then a decent accent of Orange will be very useful in these locations. Alternatively, you could incorporate a soft orange on walls or in upholstery along with a small blast of bright orange to 'birth' new ideas.

Yellow needs to be used in moderation. The colour uplifts and is great for digestion of information and bringing clarity, but it can provoke unwanted anxiety if overused. Research areas work well with soft yellows along with areas of production that are made up of intricate processes.

To Neutral...

Green is the neutral colour and is common within office colour schemes. Biophilia is an advancing trend in offices and the benefits of bringing the outside in are unquestionable. We now see offices with 'growing' walls. Green therefore is a great colour to keep things balanced as it expands our lungs, bringing in more oxygen and helps to reduce blood pressure. It keeps us calm and reduces anxiety.

Applying the cooler...

Blues are also great in an office, but accents of warm are important otherwise it could make you feel a little 'blue'. Blue is the colour of communication and works with the throat area of the body, a great colour for sales offices and conference rooms where the art of communication is at its highest.

Purple/Violets in their soft variety are also very good around the office and are great for areas such as HR where 'people' management is of key importance. Violet brings out empathy and is excellent as a consultative colour.

The neutrals of beige, grey and cream make easy colours for the office but alone they can be very bland and create a feeling of boredom. Accent colours here are essential to keep interest alive and also to stimulate the body.

It is not just the people that give the impression of your organisation, it is your surroundings too so make sure you use colour to support not just your employees but your organisation's message as well.

For more information on colour, please visit www.thecolourministry.co.uk

Mocha works regularly with Alison Standish. Alison is the owner and founder of The Colour Ministry, the leading UK-based company created to develop the techniques of Colour Therapy.