

Color Me Math or Art?

By Dewey Sadka

No, green's not envy. And blue isn't down-and-out. Now you can discard all the color chit-chat and consider using color as a precision, persuasive tool. There are color combinations that evoke skill development, classroom learning, reading, assertiveness, self-confidence or even create a more goal-oriented student.

Below find statistical correlations from The Dewey Color System[®], the world's first validated color test (publishing in the 2007 *North American Journal of Psychology*) that encourage learning-specific careers.

Mathematics



Brown



White

Music/Dramatics



Red



Purple

Law/Politics



Green



Indigo

Computer Activities



Red-Orange



Black



Brown

Science



Blue



Green



Indigo

Art



Purple



Teal



Gold

In today's competitive marketplace, why not use color choices that evoke a buying mood?

SERIOUS

vs.

CAREFREE

Provoke serious, restrained, self-control

Create lively, spontaneous social interactions

USE:



Blue Brown Teal White

USE:



Lime Green Purple Indigo Black Orange

Or consider increasing your shelf appeal by targeting a consumer group?

TRADITIONAL

vs.

INNOVATIVE

Create a home-like, familiar feeling

Introduce new knowledge, products, and sensations

USE:



Blue Red Red-Orange Orange

USE:



Lime Green Purple Gold

Color speaks without words. So get beyond preconceived color notions or even those colors that make you go UGH! Science has arrived to statistically turn the subliminal power of color hues into a usable resource. You can now make accurate color choices that ensure your merchandising success.

ABOUT THE AUTHOR:

Dewey Sadka is the founder of one of the largest employment agencies in the country. The world's first scientifically validated color-based personality test; the Dewey Color System® has been featured on iVillage and the Discovery Channel and in *Woman's Day*, *Cosmopolitan*, *Better Homes and Gardens*, and dozens of other publications. Sadka lives in Atlanta.

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