

Evaluation the impact of colors on people in the workplace

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Abstract: Human beings for a long time receive influence by the color of environment and were sensitive to it, but use it in various fields. In addition to color communication and messaging is a significant and important role in various communities as a symbol of emotional, cultural, ethnic or national has been used. Human beings were physically or psychologically affected by the colors. It is obvious that the human impact of color and indirectly psychological aspects of norms, reaction, reactions and behaviors of individuals. For example, in Colgate toothpaste hologram and metallic color makes the customer have more than Procter & Gamble (singh, 2006). Nineteenth century, extensive theoretical developments in the field of color, but the results of the discoveries of the twentieth century have been a period. Despite the wide spread use of color was after World War II, but people understand that access to color, style alters our understanding of the reactions were many miles away (Karkya, 1996). With all the colors and the details of our lives are so closely, that is to say the colors are like steps that people with physical and mental phenomena of the universe in relation to other components. This article is based on the following assumptions seem that the role and function of the dynamics and increased efficiency in the color of lead and seeks to answer the question of whether there is at least one of the art information and artistic concepts that managers can increase the working efficiency of the organization or not?

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1. Introduction

Nature around us is full of colors with shadow and light of sunrise and sunset, and always changing. In fact, of color, the light and the light, the phenomena of the universe, and the spirit of creation. First, Newton, visible light in of color and decomposed by sunlight, to create a full range of colors And Newton also found that each color has a unique wavelength. Sounds of a certain wavelength by which energy is transferred to us, so that still small voice of calm gives us loud and we are thrilled. Colors are, according to the wavelength, the value chart colors, have a special place with its waves directly affect our emotional center.

In fact, humans have always been linked with the force of subtle colors and consciously or unconsciously influenced by it, and every person, in a manner specific to this phenomenon, has reacted. Color is a reflection of human emotions and verbal, seems to reflect the mood and personality of each individual key entry without intermediaries, the man expresses his deep concepts. As a Color preference over other colors illuminate the character and mood.

However, the Color and the effect on the human mind and behavior, has been proven by science. In Jung's psychology of Color as "a set of unknown" is mentioned in which human knowledge is stored. He stressed the importance of recycling color colors as emotional experience and the interaction

between light and darkness emphasized. According to sociological research, colors, not only affects the people they lead to progress or stagnation but also as a community. By not replacing the correct color in your particular location and incorrect use of the environment, human, humans can cause severe emotional damage.

"The red line is the correct spelling of a child with a teacher" or "red light warning for drivers" or "milk white envelopes", "blue or light green walls of the classroom or library to study better" and "white coating in the world green medicine for patients, "all help to confirm the notion that there is a close relationship between the creation of man and nature.

In modern psychology, "color" is one of the measures of personality. A vibration energy of visible colors and sounds that are important in life. Influence of color on the human psyche is undeniable. This is important work; the human mind is that it helps to read the mind. Attitudes of different colors, the most hated of the best color to indicate different mental relaxation. In other words, color and physical appearance of a person's mental state, for each color, make special effects on body and soul leaves. This is due to the advancement of knowledge of physiology and psychology has been proved. Color Psychology (Max Lüscher), after a famous case in the understanding of human personality through color ink spots, the new theory.

In fact, this particular choice of the nature and experience that he had consciously or unconsciously to their living conditions. In this method, each color is determined by a number and a color that is a priority and will be rejected, any kind; express the feelings and thoughts of the individual.

People do not mind sharing with the colors, the color of each individual attraction and repulsion to certain shows. Perhaps the most interesting and beautiful colors that you are pleasant, others seem pointless or less. It is quite natural that you like or dislike the color. We have created questions in our minds how we can apply the colors.

Color concepts in different nations:

Africa: The ritual use of the color red means death and blood will be scheduled. Masai of East Africa Bedouin people living in areas of red striped fabric is used, as many adults Xhosa communities in South Africa will wear red clothes, the people "red people" are called. In East Africa, believe that the seeds of water, because they are fertile. Ranga, the turquoise necklace that can be worn in South Africa, by wearing this necklace is the Xhosa people to link to their ancestors. Tanzania blue purple jewel is world famous.

China: Historically and culturally, China's richest country, the Chinese tradition associated with meanings and interpretations of color come back to the Bronze Age date, during the centuries the complex became a symbolic color. Colorful interpretations of regional countries, the ancient belief Feng tied up. Word for word the phrase "wind and water" and the concept of living in harmony with the environment. While this ancient belief, not a religion, not a philosophy, but a mixture of both Feng you to achieve perfection land, the people and the metaphysical. The belief in relation to design and build the most used. Yellow: Maybe because yellow soil of northern China, the culture yellow, the color is off. For centuries, the color yellow, which was monopolized by the imperial family?

In Chinese culture, the water is feminine in nature. Tonality of deep and shallow water means more Chinese are so bright and dark colors. Workers traditionally wear blue mixed with white. It is also a symbol of death and mourning. Funeral, the second important event in the life of a man who (of course in Chinese culture, marriage is the first place) on that day will be wearing white clothes. White means the Hong Kong West and autumn.

Japan: Few communities of color in accordance with their nature to good use, it has acted as Japan. Red: In Japan, the national colors of red, a pervasive and ubiquitous, the flag can be seen, the phones, the advertising and print copies of graphics that are televised. Yellow: Yellow is the dominant color in

textiles and gardening ranks third by religious monks in temples "Zen" is worn. Yellow flower is a symbol of the sun. Blue: Blue is for workers.

Pacific region

Australia, New Zealand, Philippines

In this region, where the word "taboo" of the culture there, when it turns out, there is no such taboo would become. Always paint in many traditional craft industries, have deep symbolic meaning is not. Most of the region's art, carved totem symbolic creation of ancestors and animals was considered. Other art objects of decoration are applied. It must be considered that where color is used, most beautiful and decorative purposes are taken into account. Two types of clothing that are worn on the money good reference for checking the color of the region. Cotton embroidered in Tahiti. Dress "pie" that is used in Tonga, a versatile dress that is unique colors: Brown E-orange, red, orange and yellow.

Yellow: Maori, traditional woven yellow and if the plans. Yellow color is a symbol of resurrection and rebirth, color, movement, "the people of the Philippines' Ferdinand Marcos from power in the eighties.

Marbled stones are a great evil to find sunset glow red color. Among the Maori people of New Zealand, red is the color of the holy gods is special. In traditional Maori house, sun rays are curved lines, geometric white on a red background will be drawn in the dirt.

It is impossible to talk about Australian made and not speak of blue, since Australia for its beautiful beaches and water sports that are done here, is world famous. Most countries in the Pacific area are predominately blue flag.

Egypt: Colors in various aspects of life in the time of the Pharaohs, has an important role. Color contracts used in Egypt today, the colorful traditions of ancient and modern Taken together. Arab red and white striped rugs are woven in the north of the country, can be seen throughout the country. Get in ancient Egypt, God separated the sky from the ground, was red. Red rocks in the treatment of diseases and protection from fire and lightning were used.

Young man with red hair in ancient Egypt, to ensure a good harvest crops were sacrificed.

Color Psychology and the Quran

Astronomers believe color: dark blue (the color of the night), the peace and silence. This color has a calming effect on the nervous system. Blood pressure, pulse and respiration, as a result of the reduced and at the same time the body, revitalizing it and finds.

It seems that one of the reasons for the emphasis of Islam is the same and nightlife; because

the man in evening dress, the comfort benefits, which may be due to the salary drawn during the day.

There are also signs of green; so the industry is agriculture and thus becomes green to red. In addition, the color of the indicator determination, persistence and resistance to change applies to the patience and persistence to see green trees. Today, scientists for the treatment of neurological and psychiatric disorders green of the audit and the coolant, moderator sunlight, housing and hypnotics have been describing. Green, the nervous system is effective for insomnia and fatigue. Lower your blood pressure and it expands the capillaries. Experiments carried out on different people and make them think they have the color red, the color is shown, stimulates the nervous system; that raises blood pressure and heart rate is faster. The red color is the effect on the nervous system, is a driving factor and its physiological significance, having many dreams, passion and impetuosity and strength of it.

Color impact on employee performance

Reactions of individuals and their preferences for color selection is very different not only in different societies, it also varies in different groups of society.

The use of color in the workplace

Walls are painted in the colors, especially in the workplace and tools, based on individual performance in an environment that increases the desired color. Therefore, we must work environment, employees and workers of color were transcribed for the most favorable environment and calming. It aims to provide the conditions that the person does not get any psychological pressure. Generally, the colors have a specific meaning and emotional reaction for most people, there are almost identical.

Physiological colors in Public Works

Studies have shown that color affects the sympathetic and parasympathetic nervous system. Stimulation of the sympathetic nervous system and the body's physiological balance and returns the optimal situation. Some of the colors are and activates the parasympathetic nervous. Specific properties of colors and their effect on performance are important. Each of the different colors and special effects has been considered. Followed by the person's behavior and work performance is affected. Psychology of work, the paint job is a physical variable that can affect the efficiency of staff.

Gray: Neutral gray color with no tendency to put together, not light, not dark. The color is devoid of any kind of stimulus and response. That is why it is frequently used in industry.

Dark blue: The color is due to take effect on the parasympathetic nervous system, resulting in reduced blood pressure and respiratory rate, and

increase the sense of security staff. If he is due to factors such as fear of failure, evaluation or any agent outside the workplace is suffering from anxiety, in an environment with blue color, he reduced the stress sensitivity and vulnerability as a result of mental fatigue and he reduced physical. Some studies have shown that the use of blue felt cold and freshness prompted. Beri (1961) to test the common belief of the people in the room have green or blue.

Red: The red color represents the life force. Pulse rate increases and breathing rate increases. The color is a desire and willingness. The color is the color of an urge to get back the feeling of heat, causing the release of energies and forces stimulated if there is life. The color of public action to increase the sense of competition intensifies. In the early hours of work, but in a state of nervous exhaustion and manufacturer of color is the color of physical harassment in the workplace as long as it can increase the efficiency of the other conditions.

Yellow: Bright yellow is the color of happiness. There is yellow color in the workplace people in getting rid of the obstacles and conflicts will help. The color is promising and suggestive. As anti-stress and relax the muscle.

Violet: The color combination of blue and red, respectively. It has some features of both colors. That is both exciting and relaxing. Purple workplace environment makes employees more in search of its identity and the identity of their mental capabilities. Transform his thoughts into action. In other words, anything that is thought to be to become a tangible reality is considered.

Brown: Brown, dark red, respectively. So instead vitality of red causes the dead and submitted. Brown environment, life force and affective deficits employees and gives them incentives to work and reduce them which makes a difference to people. The brown color is not a good color for the workplace.

The color is black, and stops denying the activity. Because of the desperation and despair and emptiness in his experience stimulates. The black color is associated with the end of everything. In such an environment does not work because it does not have anything to him. Behind the black life is completely stopped.

How to choose colors?

The most important thing to consider when choosing a color is what impact it will have in the induction, in this context, given a set of concepts and ideas that are available in colors. And what work and what does it mean to be formed in the color selection are discussed. Thus, if we want "to changing conditions" in the appropriate yellow color was used. Why the change of color and calm, yellow on progress, futurism, Modernity, development and

progress emphasized. To increase the "will and confidence" of yellow seek profit.

If you want "peace of mind, harmony, contentment, humility, ability to adapt to the current situation, rest, peace, honesty and loyalty", in the place of blue are used. If we desire to "positive energy and a sense of life" we emit yellow color with green paint to apply.

In places where we are deprived of sunlight, the yellow color adequate space to bring up a day (with the sun) we provide. If by that constant cool climate to be a place of warm yellow and we get together. White on yellow glow and heat stresses, and white balance for yellow life brings. In other words, the yellow next to white heat of the more prominent star turn our will and thereby induce the intimacy.

Corridors, stairs inputs ways that they share natural light, along with the color yellow, white, warm light to transform our environment.

For the depressive state of human things away we shade of yellow and interest in the environment.

Work will never be boring for the rooms in bright yellow and lime are used to prepare healthy environment. In educational settings from yellow to bring up this way, "Attention, attention, memory, learning ability and skill" would increase. If the location or direction of the works in "thinking and creativity" We need to take advantage of a yellow color and a good way to apply in writing desks. We do not forget the yellow color in the room, encouraging imagination, creativity, innovation and communication is. The color of all mental activities to make is a dynamic movement.

The yellow color in the "happiness" is used. We have to remember that yellow color, laughter, joy and bring warmth to the world.

If the environmental "consciousness" We need help from lemon yellow color are important. This is driven into the brain cells.

If the environment is free from "anxiety" We need to make use of the color blue.

If you want a "balance and harmony between people," we take advantage of the color blue.

If you want to "develop trust and security" among our staff, from blue to take appropriate way is important.

If a "temperature" to reduce the heat to moderate and we seek to profit from the blue cold formed.

If you want to fix "physical fatigue" are, of blue paint and coatings used.

If our purpose is in an environment of "passion, feel the heat and excitement of" just cause, in certain circumstances, red help us.

If this is the "appetite" in restaurants and increases the transferability and credibility of economic competition intensifies, we feel, in the early hours of the color red, but in a state of nervous and physical exhaustion, the color will be annoying.

In situations where the workplace weakness, lethargy and depression" most appropriate way to get rid of red color was important.

If you want to work in a more prominent and closely observed instrument, we use the red.

If you want the look to be at work early to draw specific space or device, let them choose red or red-coated.

Red lead to overestimating the size of the time, whereas the green or blue to underestimation of the size of the lead. The mechanism of this phenomenon is not known, although the effects are marked in color.

If you want to create a flexible, adapting to society, patience and tolerance" are used to bring the green.

If you want to see that "perseverance in the face of changes" We build green color.

To create "peace and satisfaction in the workplace," we use the green.

To induce a "sense of prosperity", it's better to use green color.

To form a "feel and character of compassion, kindness, love, love the staff" seek profit from green color.

To increase the "patience and tolerance", green would be used.

To create a sense of "responsibility and conscientiousness" We benefit from green color.

If you want your employees to be "calm, patience and avoid nervousness" invite, we use the color green.

For expansion "will feature the work and perseverance" We help the green.

For "intellectual confidence that the value of their own and others' work in this regard benefits of green asked.

To create better conditions such as "better health and a long life and a more advantageous" for employees, we serve green.

To form a "joy of life and hope" take advantage of green.

If you want the environment "exciting and stimulating at the same time relaxing and soothing" We help keep the color orange.

If you mean that those "hard-working, enthusiastic and passionate, very welcoming, caring, kind, sweet and pleasant, with resolute determination, tireless" in honest work are important. We serve the orange color. To create "a sense of satisfaction and vitality" We help the staff of orange.

To form a "sense of community or social activities increase and expand" the people of orange soda seek.

To reduce the "anxiety, anger and hatred", orange color help us.

To "increase and that inspired the imagination of the people, to do something new", we began to help the color purple.

To create "The enthusiasm and optimism and reduced suspicious" in the workplace is used to bring the color purple.

If by a "fit and a hand between what the mind is seeking the truth, out of mind" of mauve, purple color are useful.

If you want more people to "search his own identity and his mind will object," We help the color purple.

If you have a small space, light, white light can be used to make it brighter and bigger location.

If you want employees' environmental contaminants away from the "white seek profit.

If you want to "spread the truth, increasing the ability ingenuity and imagination of the people," we take advantage of the white.

If you want something in the environment, "emphasized" we worked, we put it in the vicinity of the black.

If the wall is the end of a long corridor, using warm colors to visually reduce the length of the corridor.

If you want high ceiling room seem shorter, to cover our use of dark colors and warm.

If it is meant to appear smaller space, all of it will be covered with brightly colored walls and lighting.

Use bright colors, caused an increase in the bulk, if the walls are a little darker than the ceiling.

If you want one corner of the room, as soon as they consider it to be one of the hot colors we cover it with warm colors.

If we intend to say that the space look bigger, brighter, and more particularly polished the floors we use it.

To achieve the peace and quiet, we use white snow.

Ceramic flooring for large scale use of the small space we do not, as a small ceramic application for large spaces is permissible and appropriate. In fact, the vast space of the ceramic is directly related.

Bright colors near white, increase physical activity, followed by progress achieved dark color such as navy blue and black to reduce reflection of light from the Outer loss of activity are stimulant effect lowering.

Use yellow blue content in the composition itself. Causing mutations in the human mind, and the mind is raised. The color combination is very suitable for learning environments.

Training room for the rest of bright colors like yellow, peach, blue, or green sea we use, bright colors make the room appear larger educational attention reveals the intense colors. For example, red and dark blue when applied on large surfaces, leads to a state of agitation and pressure.

Conclusion:

We have reached the conclusion that paint a huge impact on the life, character and spirit and according to the colors that people create their spirit guides us to it. In the field of psychological testing is done in many colors which to test the color combination creates a more accurate result. Man tries to understand the secrets and mysteries it happens in your life and inspiration of nature. One good use of color, how it affects human emotions. However, this effect is generally unconscious. The human brain reacts to colors and the reaction depends on the genetic characteristics, learned response and personal and cultural characteristics of each person from what has been said it can be easily concluded that due to the color in the workplace leads to increase workflow efficiency and reduce the damage caused by abnormalities in the workplace. It should not be absolute because the look and color scheme of the arrangement according to other human and environmental factors affect the process, also pay attention to the concepts of color in different nations and cultures should not be forgotten.

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