

## Video 1 Script: Intro to Color Psychology + the Color Wheel

### [HOOK]

"Have you ever thought about how color can literally change how you feel? Or why designers and brands obsess over which colors to use?"

### [INTRODUCTION]

"Welcome to my color series, where we're diving into how color affects your mood, your space, and even the way you see a brand."

### [TRANSITION]

"Before we get into specific colors, let's talk about the color wheel... aka your cheat code to choosing colors that work together."

### [COLOR WHEEL]

"There are 4 main ways to use the color wheel when designing a room, a logo, or even an outfit."

- **"Complementary:** Colors opposite each other, like blue and orange. High contrast, high energy."
- **"Analogous:** Colors that sit next to each other, like green, blue-green, and blue. Super calming."
- **"Monochromatic:** One color, different shades. Simple, clean, timeless."
- **"Triadic:** Colors evenly spaced on the wheel, like red, yellow, and blue. Perfect for playful balance."

### [CALL TO ACTION]

"If you're into color psychology, struggling to pick a paint color, or designing a brand, this series is for you."

### [CLOSING]

"What's your favorite color? Drop it in the comments!"

## **Video 2 Script: Green**

### **[Opening - Hook]**

"It only feels right to start off this series with my favorite color: Green. Have you ever wondered why the color green feels so calming and fresh? Let's break down what this color really means in nature, culture, branding, and even interior design."

### **[General Meaning]**

"First off, green is literally the color of life. It's tied to nature, growth, freshness, health and prosperity. Just looking at it can slow your heart rate, calm your mind, and make you feel more balanced.

But fun fact, while green can be relaxing, if you overdo it, it can also feel stagnant or boring."

### **[Cultural Differences]**

"Color meanings actually change around the world.

For example, here in the U.S., green often represents money and prosperity.

But in China, a green hat can symbolize infidelity... so it's a big no-no there."

### **[Branding and Marketing]**

"Brands know exactly how powerful green is. Think of Starbucks or Whole Foods; they use green to signal health, freshness, and growth.

Green also shows up a lot in finance, like in the LendingTree and Lloyds Bank logo, because it's linked to money and security.

LendingTree worked deeply on color theory and user feedback to find a *green* that looks fresh and mature, balancing between a tech startup and a trusted financial institution.

Brands love green because it instantly signals growth, freshness, and wealth. Think Land Rover deep green adds an expensive, rugged feel. John Deere uses green to connect with agriculture but also with heritage and prosperity. Garnier? Their bright greens feel healthy and high-quality, like a premium natural product."

## **[Graphic Design]**

“In graphic design, green works beautifully in posters and flyers. Bright greens grab attention for events, wellness campaigns, or environmental causes. Deep greens create a balanced, calm vibe that makes information easy to process. Designers often use green to signal growth, health, or nature on printed materials.”

## **[Interior Design]**

“And in interior design? Green can completely transform a space. Today, we’re seeing a big trend toward biophilic colors, soft greens, earthy browns, sky blues, all inspired by nature.

### **Residential Spaces:**

“In homes, green is all about creating calm and balance. It’s perfect for home offices or living rooms because it helps with concentration and relaxation. Soft sage or muted greens work great in bedrooms and living rooms to promote relaxation. Deep emerald as an accent wall adds sophistication without feeling overwhelming.”

### **Commercial Spaces:**

“In offices, schools, and wellness spaces, green helps with focus and reduces stress. Biophilic palettes, greens, sky blues, and earthy tones are being used to boost productivity and make people feel more connected to nature. It’s especially common in coworking spaces, spas, and hospitals.”

## **[Closing - Call to Action]**

“So next time you see green, remember, it’s doing way more than just looking pretty. It’s shaping how you feel. Follow for more color psychology breakdowns!”

## **Video 3 Script: Blue**

### **[Hook]**

"Welcome back to the series where today we are going to talk about the psychology of blue and why it shows up everywhere from logos to bedrooms!"

Ever wonder why blue is the world's favorite color?

### **[General Psychology]**

"Unlike its intense sister color red, blue is all about calm and serenity. Think still water, open skies..."

Blue literally slows our heart rate, lowers stress, and makes us feel safe and reflective.

On the color wheel, blue sits on the cool side, next to green and purple, which is why it feels so soothing. And its complementary color is orange, that's why you'll often see blue paired with orange for balance and energy.

Globally, blue is linked to trust, peace, loyalty, freedom, and nostalgia. It's the number one favorite color for both men and women."

### **[History]**

"Here's something cool: for most of human history, blue didn't even exist as a color! It wasn't recognized until the Middle Ages.

Natural blue pigments were rare, like lapis lazuli and indigo, so deep blues were expensive and a symbol of wealth. Synthetic blues like Egyptian blue and Prussian blue came later and made blue accessible to everyone."

### **[Graphic Design]**

"Designers love blue because it's calming and reliable. Light blues feel relaxed; dark blues look professional. You'll sometimes see it paired with orange or yellow for contrast in logos, websites, and sports teams."

### **[Branding]**

"In branding, blue screams 'trust me.' That's why banks, airlines, and tech companies use it; think Facebook, LinkedIn, PayPal, American Express, Visa and IBM. Studies show it makes brands feel competent and dependable."

**[Interior Design]**

"Inside our homes, blue walls or accents can literally lower blood pressure. Soft sky blues are perfect for bedrooms, while deeper blues like navy add focus and sophistication in offices. Designers also love mixing blue with green for a calming, nature-inspired vibe. It's not just residential; commercial spaces like offices, banks, airports and healthcare often use blue to boost productivity, build trust, and create a calm environment for users and staff."

**[Close / Call-to-Action]**

"Blue isn't just a color, it's a whole mood. Next time you see it, think about how it's quietly shaping your emotions. Follow for more color psychology!"

## **Video 4 Script: Purple**

### **[Hook / Intro]**

"In this episode, we are going to cover the color purple!"

### **[Color Wheel Basics]**

"Purple is a secondary color. It's a mix of red's energy and ambition with blue's calm and stability. That's why it feels balanced but also bold.

Purple is a cool color, along with blue and green.

On the color wheel, its complementary color is yellow.

That's why purple and yellow look so striking together. Purple brings depth and mystery, yellow brings brightness and energy."

### **[Psychology & Meanings]**

"Purple is loaded with meaning: luxury, royalty, mystery, creativity, independence. It's rare in nature, so it stands out and feels premium, or even a little magical."

### **[Shades & What They Mean]**

"Different purples have different vibes.

The following purples evoke different emotions psychologically. The most commonly used in design are:

- Royal Purple
- Deep Violet
- Lavender
- Amethyst
- Mauve
- Plum

### **[History]**

"Historically, purple dye came from sea snails. It was so expensive that only emperors, queens, and the elite could afford it.

That's why even today we link purple with power and exclusivity."

### **[Graphic Design]**

"In graphic design, purple adds imagination, sophistication, and contrast.

It works well for bold poster designs, luxury packaging, and tech visuals because it pops against both light and dark backgrounds. Pair it with yellow for high-impact campaigns, or with neutrals for a modern, sleek vibe."

### **[Branding & Marketing]**

"Brands love purple when they want to feel premium or creative. Think Cadbury, Twitch, FedEx, Yahoo. It makes them stand out and builds an emotional connection."

### **[Interiors]**

"And in interiors, purple works differently depending on where it's used.

In residential spaces, it's great for home offices or creative spaces because it calms you while sparking ideas. Lighter purples like lavender create calm bedrooms or spa-like bathrooms. Deeper purples like plum and eggplant make living rooms or dining rooms feel elegant and dramatic.

In commercial spaces, purple is used strategically. Hotels and lounges use it to feel upscale and luxurious, salons and spas use it for creativity and relaxation, and even tech offices sometimes bring in purple accents to inspire innovation without the intensity of red or blue."

### **[Closer]**

"So next time you see purple, remember... It's history, luxury, creativity, and mystery... all in one."

## Video 5 Script: Red

### [OPENING]

"In today's episode, we are diving into the color Red; the color of passion... but also danger. Love... but also rage. It's the drama queen of the color wheel."

### [GENERAL COLOR PSYCHOLOGY]

"Red is a warm color and is across from green on the color wheel, making green its complementary color."

"Red isn't just loud; it *screams*. Psychologically, it raises your heart rate, boosts energy, and even stimulates appetite. Red exudes confidence, enthusiasm, passion, charisma, and adventure."

### [HISTORY]

"Red is the first color humans ever created on purpose. We're talkin' prehistoric times. Early humans discovered red pigments from natural materials like red ochre, a clay tinted with iron oxide. They'd grind it into powder, mix it with water or animal fat, and boom: early paint. We're talking cave paintings, over 40,000 years old, were done in red."

### [CULTURE]

"In Western culture, red is love, roses, and Valentine's Day clichés. But globally? It shifts. In China, red means good luck and prosperity; it's used in weddings, celebrations, and envelopes full of cash. In Hollywood? Red carpet = status. Prestige. Power."

### [GRAPHIC DESIGN]

"Designers love red because it grabs attention like nothing else. That's why it's everywhere in ads, sales, and warnings. Want your message noticed? Use red."

### [UX/UI DESIGN]

"In UX and web design red tells users something's wrong. Use it sparingly, unless your website or app is a digital panic button."

"Red call to action buttons are a no, no unless you want users to hesitate. Studies show they slow people down because red screams 'DANGER.' Save it for alerts or error messages."

## **[BRANDING]**

"Brands that want to be bold, high-energy, and unforgettable? Go RED. Think Coca-Cola, Netflix, Red Bull. Red says: 'We're fun, we're fearless, and we might give you wings.'"

"Fast food loves red too because it triggers hunger and impulse buying. But in finance? Red is a no-go. Nobody wants their money associated with 'in the red.'"

## **[RESIDENTIAL INTERIOR DESIGN]**

"Red in the home? It's all about moderation. Great for social zones like dining rooms or kitchens, playrooms, creative spaces; anywhere you want people to feel energized and engaged."

"In small doses, red can uplift moods and create warmth. Think accent pillows, artwork, or even a bold chair. But a whole red bedroom? That's chaos."

## **[COMMERCIAL INTERIOR DESIGN]**

"Commercial spaces use red to drive action. That's why restaurants love it, and why gyms use it in their interiors. It literally increases heart rate and gets people moving."

"But again, accent, not overload. A red logo wall? Sure. A red floor-to-ceiling lobby? That's a migraine waiting to happen."

## **[CLOSING]**

"So whether you're designing a brand, an app, or a dining room, red demands respect. It's not just a color, it's a power move."

"Want to learn more about color psychology in design? Drop a comment with your favorite color, like and follow because we're just getting started."

## Video 6 Script: Orange

### [HOOK]

"Orange is the color of confidence, creativity, and...controversy?"

### [COLOR WHEEL]

Orange is red's fun cousin and yellow's hyper little sibling. It sits between red and yellow on the warm side of the color wheel.

Pair it with its complementary color blue for contrast or stick to reds and yellows for harmony.

### [GENERAL PSYCHOLOGY]

Orange radiates energy, warmth, playfulness, attention-grabbing, positivity

It's the color of action without aggression; think courage, not chaos.

### [HISTORY]

Ancient Egyptians used it to honor the sun.

Renaissance artists used it for depth and warmth.

Now? It's a color of protest, visibility, and social movements. Orange doesn't sit quietly.

### [GRAPHIC DESIGN]

Orange = attention without aggression.

Bright oranges especially kill it in promotional visuals.

### [UX/WEB DESIGN]

Orange boosts clicks and conversions. Use it for buttons, banners, and CTAs to spark engagement.

It's like red but friendlier.

### [BRANDING & MARKETING]

You'll see orange all over bold brands like Fanta, Nickelodeon, and Harley-Davidson. It's the color that says, "I'm affordable, I'm fun, and I don't take myself too seriously."

### [INTERIOR DESIGN]

In residential interiors, orange brings warmth, creativity, and life into a space. It's ideal for living rooms, kitchens, and kids' playrooms... anywhere you want energy, conversation, or imagination.

Use it in accents like pillows, artwork, or a feature wall. And burnt orange? Pairs beautifully with wood, neutrals, and autumn tones.

In commercial spaces, orange is a mood booster.

Perfect for collaborative offices, cafés, learning environments, or wellness spaces where you want people to feel engaged and energized.

It encourages focus, social interaction, and creativity, but use it strategically. Too much can feel chaotic or overwhelming.

**[OUTRO / CALL TO ACTION]**

Orange isn't just a color... it's a signal. It says: Look here. Feel this. Act now.  
Use it wisely, use it boldly, and let your designs burst with vitality.

Follow for more color psychology, design tips, and creative inspo.

## Video 7 Script: Yellow

### [HOOK]

"Yellow is the color of sunshine and serotonin.. design's brightest *and* trickiest tool."

### [COLOR WHEEL + GENERAL PSYCHOLOGY]

"Yellow's a primary color and is on the warm side of the color wheel. Its complementary color is purple. Yellow is warm, bold, and mentally stimulating. It fires up memory, creativity, decision-making... basically, the caffeine of the color wheel."

### [GRAPHIC DESIGN]

"Designers, listen up: yellow grabs attention, but it's hard to read alone. Use contrast like black, blue, or white to keep it clean and punchy."

### [UX & WEB]

"Yellow's UX superpower? It sparks emotion and clicks. That's why buttons, alerts, and CTAs love a pop of yellow. But don't overdo it, it overwhelms fast."

### [INTERIOR DESIGN]

"In the home, yellow adds instant cheer. It's great for kitchens, breakfast nooks, home offices, spaces where energy and creativity matter. But in bedrooms or relaxation zones? Keep it soft, or just use it as an accent. Too much yellow can be overstimulating."

"In commercial spaces, yellow boosts productivity and sociability, think coworking hubs, cafés, creative studios. It says 'energy' without needing a neon sign. Just be strategic... balance it out with neutrals or cooler tones to avoid sensory overload."

### [OUTRO / CALL TO ACTION]

"Yellow isn't background, it's spotlight. Use it when you want brains lit up and moods lifted. But too much? It turns from sunshine to stress real quick. Use wisely."

Follow for more color psychology tips and tell me in the comments: what's your favorite way to use yellow?"

## **Video 8 Script: Black**

### **[OPENING]**

"Black... the color we see when no visible light wavelengths hit our eyes. Technically, it's the absence of color. But symbolically? It's one of the most loaded colors we've got."

### **[COLOR PSYCHOLOGY]**

"In color psychology, black is a paradox. It's protection, strength, sophistication, and mystery... but it can also be aloof, secretive, or even depressing."

### **[CULTURE]**

"In Western culture, black is the color of mourning and respect. But in Feng Shui, it's tied to the water element, bringing power, calm, and stability... as long as you don't overdo it."

### **[GRAPHIC DESIGN]**

"In graphic design, black is a powerhouse. It creates contrast, draws focus to shapes and forms, and screams elegance. But go all-black? It can feel cold, so designers balance it with lighter or warmer tones."

### **[BRANDING]**

"In branding, black sells luxury, authority, and credibility. Think Chanel, Prada, Nike. But it's almost never used in health and wellness because it's too tied to death and mourning. The trick? Use black with intention, not just because it looks cool."

### **[INTERIOR DESIGN]**

"In interior design, black is structure and drama. It highlights details, makes spaces feel grounded, and adds instant sophistication. But too much? You'll turn your cozy room into a cave. The secret is moderation.. use it in accents, furniture, or trim."

### **[CLOSER]**

"So whether it's on your walls, your brand, or your wardrobe, black is never just a color. It's a statement."

## **Video 9 Script: White**

### **[OPENING]**

"Today we're diving into the color white, the so-called 'color of perfection.'"

### **[GENERAL PSYCHOLOGY]**

"It's the lightest color in the spectrum, but technically... it's all the colors at once. When every visible wavelength is reflected back to your eyes, your brain says, 'That's white.'"

### **[CULTURE]**

"In the West, white is weddings... brides, innocence, new beginnings. Wear white to someone else's wedding? Social crime.

In Japan and China, white is worn at funerals, symbolizing mourning and spiritual transition.

In South Asia, widows wear white as a sign of loss and change."

### **[GRAPHIC DESIGN]**

"In design, white is the breathing room. It's contrast, clarity, and focus. With black, it's bold and timeless. Minimalism loves white."

### **[INTERIOR DESIGN]**

"In interiors, white is timeless; it opens up space, makes it feel clean and calm. But the all-white trend is fading. Warmer neutrals and rich colors are taking over. White still works, just don't make your living room feel like a snowstorm."

Commercial spaces, though? They still love white. It makes rooms feel bigger, brighter, and more inviting. It's a safe, universal backdrop that works for everyone, whether it's a retail store making products pop or a gallery putting the art in the spotlight. In healthcare, it's tied to cleanliness, sterility, and trust... though sometimes at the cost of warmth and comfort.

The trick? Use it in proportion, so it feels fresh and functional, not cold and clinical."

### **[CLOSING]**

"So white isn't just a color... it's a cultural chameleon. It can be pure or cold, inviting or isolating. The magic's in how you use it... and in knowing when to add a little color back in."

## Video 10 Script: Grey

### [Opening]

"Grey... the chameleon of colors. Neutral, calm, and sometimes a little... indecisive. But there's more to grey than meets the eye."

### [The Psychology of Grey]

"Psychologically, grey can feel... well, safe. It's impartial, unattached, and perfect for those who value balance and control.

Dark greys? Mysterious and sophisticated.

Light greys or silver? Dynamic, elegant, even precious."

### [Graphic Design]

"In graphic design, grey is your secret weapon. It doesn't compete, it lets other colors pop. Perfect for backgrounds, secondary elements, or softening typography. Grey text is easier on the eyes than harsh black, especially for body copy."

### [UX/Web Design]

"In UX and web design, grey builds hierarchy. Dark grey for important elements, light grey for backgrounds or placeholders. It guides attention without yelling at the user."

### [Branding & Marketing]

"And in branding? Grey screams timelessness, sophistication, and reliability. Luxury brands, tech companies, minimalist aesthetics, you'll see grey lurking in all of them."

"Just don't forget to give it a friend, pair grey with a punch of color to keep it from feeling too... neutral."

### [Interior Design]

"Grey interiors have dominated modern homes for years. Calm, flexible, minimalist... perfect for a clean, balanced space. But trends are shifting. Warm neutrals and bolder colors are taking over. Pale greys are getting moodier or being swapped for more vibrant tones."

"So, grey is versatile, elegant, and stabilizing—but it's evolving. The calm chameleon is making room for more warmth and vibrancy."

Quote on screen: Laura Umansky: *"Cool grays have taken a backseat as warmer tones and bold, vibrant colors dominate the current trends."*

### [Closing]

"Next up in our color psychology series: brown and beige. The cozy neutrals that make you feel... right at home. Stay tuned!"

## Video 11 Script: Brown

### [Hook / Intro]

"Let's talk about the color psychology of *brown*... a color you probably don't think about, but it's everywhere shaping how we feel."

### [Psychological Associations]

"Psychologically, brown is all about resilience, safety, and security. It connects us to earth, home, and family. Light browns feel warm and comforting, darker browns feel strong and grounded."

### [The Mocha Effect]

"People rate the exact same shade as more appealing when it's called *mocha* instead of brown. That's why names like mocha, espresso, or cocoa show up in food, fashion, and cosmetics, they instantly feel more desirable."

### [Graphic Design]

"In poster design, brown is rarely the star color, but when it's used, it creates an earthy, vintage, or retro vibe. It's common in posters for coffee shops, breweries, Western films, or eco-friendly events. Brown backgrounds can make bold typography and warm accent colors pop. Designers usually balance it with lighter neutrals, cream, or brighter highlights."

### [Branding & Business]

"Brown communicates loyalty, trust, maturity, and strength. It works especially well for comfort products like chocolate, coffee, and beer. Brown is seen in Hershey's, UPS, and UGG's logos. But here's the catch... brown is usually stronger for *established* brands than for new ones."

### [Interior Design]

"In interiors, brown creates a warm, cozy, classic atmosphere. It pairs beautifully with neutrals like gray and beige, or gains energy with accents like orange and red. Today it's trending again as people move away from cool grays toward rich, earthy palettes... part of the eco-friendly, biophilic design movement."

### [Closer]

"So while brown sometimes gets labeled boring, it's actually one of the most grounding, trustworthy, and timeless colors we have. Comment for what color you'd like to see broken down next"