

# **Content of THE COLOUR DICTIONARY**

## **- the secret universal signals of colours**

(The numbers are just meant for overview)

### **1. The background to the book**

Why write a dictionary about colours?  
My personal interest in colours  
The purpose and target groups  
How to use The Colour Dictionary

### **2. My work methods**

This is why nature's colour signals are significant  
Why include philosophy with proverbs?

### **3. What is meant by the colours' secret language?**

About layers in the subconscious, the language of symbolism and archetypes  
Where are the secret signals of the colours used?

### **4. Criteria for selecting colours**

What is the NCS system?  
About the selection procedure and the names used in the dictionary  
General colour signals of the NCS triangles  
Colour terms

### **5. The Dictionary of Colours:**

Descriptions of 100 Colours' signals  
Yellow  
Orange  
Red  
Brown  
Violet  
Blue  
Turquoise  
Green  
White  
Black  
Grey

### **6. The reference section**

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## **(1) The background to the book**

### **Why write a dictionary about colours?**

Colours surround us everywhere, and we respond to their signals everyday. But why does a Green Light mean *Go* and a Red Light mean *Stop*? Most of us are aware that colours contain certain signals, which we react to albeit unconsciously. Large coloured surfaces generate certain moods depending on their colour and shade.

Moreover, I believe that the notion “Trend Colours” will disappear since there will be a greater focus on our individual needs in the future. In my view we all have our own personal “colour need”. It will become important to be able to choose which colour influences and moods we wish to have in both our homes and at our work place. It is therefore important to acquire a new set of tools.

In what futurologists’ term the “Dream Society”, the mood and atmosphere is of even greater significance. This principle applies to decorating rooms, in graphical designs, and in all other types of product design. It is not only the colour of a business logo, which is important here. The wall colours and furniture also send out signals about the business, both to the employees and customers alike!

Several futurologists have pointed out that colours will become one of the most important sales parameters in the future precisely because of the colours’ suggestive qualities. In order to target an atmosphere more precisely and consciously, it will be important to “translate” the moods and atmospheres into colours, and vice versa.  
Colours are highly visible in all types of design. The Colour Dictionary will be a useful tool.

The “language of colours” hasn’t yet been mapped out in the same way as music, which has notes and different symbols for tempo and volume. Often colours are described as being mysterious and indefinable. Therefore, many people find it difficult to find the “colour tones” and the combination of shades that together “play” the desired “colour symphony”, and produce the desired atmosphere. Most of us are aware that a colour is evocative, however, we are unable to convey *which* kind of atmosphere the colour evokes. Or perhaps we simply say that the colour gives the room character, but not *which* kind of character.

The most difficult thing about working with colours is to find the precise word which describes the signal value.

Many people therefore choose colours intuitively without being able to give reasons for their choice. When we choose intuitively, we do not always know whether this choice comes from the “personal unconscious” layer or from the common “collective unconscious” layer. If the intuition chooses from the collective layer, we also address other people’s unconsciousness with the signal. However, if our intuition chooses from the personal unconscious layer, we have a problem because the colour is chosen from our own “personal colour need” and it may not signal the same thing to others!

This is why I decided to write a Colour Dictionary, to make it easier to choose colours consciously and purposefully. Later in the book, I will explain more about the subconscious and how intuition is connected to the unconsciousness.

The Natural Colour System (NCS) is an excellent colour system, which by way of numbers and letter codes precisely defines which different shades and colour nuance we are defining. I have decided to base the book around this system. The colour system sorts and organises the relationships between the colours at the visibly related surface level as in the colour circle and the nuance triangles. Whereas the colour signals belong to a separate concept: *Colour Psychology*. This Colour Dictionary delves beneath the surface level of colours, and at the same time incorporates the signal dimension to the NCS system.

I have been working in 8-10 years with this book of colour language. I hope you will enjoy it!