

Summary of **The Colour Dictionary** by Lene Bjerregaard.

Why does "**red** light" mean stop and "**green** light" go? Why do we talk about the "**black box**" of the flight when it is in fact **orange**? Why do we "**paint the town red**" when we are having fun?

The Colour Dictionary answers your questions - and provides you to put the precise words to 100 signals of colours – you learn about the secret language of the colours!

I believe that the *fundamental signals of colours are encoded in our collective unconscious*. One of the reasons for this is that colour values are encoded even in language as conditions or feelings. This tends to emphasize the basic *significance of colour as a timeless universal international language that, like music, is understood across cultures*.

But so long as colour values are located at an *unconscious level* we use them intuitively and often unconsciously because, in my experience, we all have personal colour requirements. *When we communicate with others it is necessary to use the fundamental universal values of colours*.

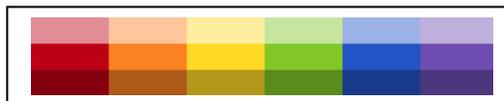
I have included as many common metaphors of colour as possible and have related them to the relevant colour shades. Thus red is not only one colour but has many shades. *You have to choose the right shade for successful colour communication!*

Target groups: **The Colour Dictionary** is a practical tool for everyone who works with colour communication, that is to say in graphic design, merchandise, branding, all types of design, architects, paint suppliers, decorators, etc.

The difficulty with working with colours is giving apt and precise descriptions of the colour values. Because the "*language of colour*" has not been encoded in the same way that music has been, colours are often described with an air of mystery. The way colours have been described previously has often been without a clear reference to their precise shade and without categorizing them in terms of the three levels cited below. There has been some confusion about what colours signify.

In my sense of things there are **three levels of colour communication:**

1. **The personal**
2. **The cultural**
3. **The universal**



On the universal level we find the essence of colour, that is to say its fundamental meaning. On this fundamental level I see colours in the role of archetypes, which are understood all over the world just like music! The word *archetype* comes from the Greek and means the original, the first basic type. I have described the *archetypical basic universal signals of 100 colour shades*.

I believe that we originally derive our colour preferences from nature. The names of many colours are actually derived from nature. Therefore I have found it important and interesting to look at how nature uses colour communication and to compare that to the language of proverbs. It is interesting to note in this connection that many proverbs using colour are repeated in several languages. Philosophy set things within a larger perspective.

The author Lene Bjerregaard has the rights © to the book. It will published as an E-book in 2012.



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