

**THE WELLNESS CLUB  
OF  
INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

**HEALING THROUGH  
HUES: THE SCIENCE OF  
COLOUR**

## FROM THE DIRECTOR'S DESK: GEETA FOR EVERYDAY LIVING

COLOURS PLAY A SIGNIFICANT ROLE IN INFLUENCING HUMAN EMOTIONS AND PSYCHOLOGICAL STATES. MODERN PSYCHOLOGY ACKNOWLEDGES THAT COLOURS CAN AFFECT MOOD, BEHAVIOUR, AND PERCEPTION. HOWEVER, THIS CONCEPT IS NOT NEW; INDIAN SCRIPTURES SUCH AS THE VEDAS, UPANISHADS, PURANAS, AND AYURVEDIC TEXTS HAVE LONG EMPHASIZED THE EMOTIONAL AND SPIRITUAL SIGNIFICANCE OF COLOURS. ONE OF THE MOST IMPORTANT SCRIPTURAL FRAMEWORKS EXPLAINING THE CONNECTION BETWEEN COLOURS AND HUMAN EMOTIONS IS FOUND IN THE CONCEPT OF THE THREE GUNAS DESCRIBED IN THE BHAGAVAD GITA. THESE THREE QUALITIES : SATTVA, RAJAS, AND TAMAS REPRESENT DIFFERENT STATES OF MIND AND ARE SYMBOLICALLY ASSOCIATED WITH COLOURS.

**SATTVA**, ASSOCIATED WITH THE COLOUR WHITE, REPRESENTS PURITY, PEACE, AND HARMONY. IT PROMOTES CLARITY OF THOUGHT AND EMOTIONAL STABILITY. IN THE BHAGAVAD GITA (14.6), IT IS DESCRIBED AS:

“तत्र सत्त्वं निर्मलत्वात् प्रकाशकमनामयम्”

**SATTVA IS PURE, ILLUMINATING, AND FREE FROM DISEASE.**

THIS SHOWS HOW THE **“WHITE” QUALITY** OF SATTVA BRINGS **CALMNESS AND WISDOM TO HUMAN EMOTIONS.**

**RAJAS**, SYMBOLIZED BY THE COLOUR RED, REPRESENTS ACTIVITY, PASSION, AND DESIRE. IT IS RESPONSIBLE FOR EMOTIONAL INTENSITY, RESTLESSNESS, AND AMBITION. THE BHAGAVAD GITA (14.7) STATES:

“रजो रागात्मकं विद्धि तृष्णासंगसमुद्भवम्”

**RAJAS IS OF THE NATURE OF PASSION, ARISING FROM DESIRE AND ATTACHMENT.**

**TAMAS**, OFTEN ASSOCIATED WITH DARK OR BLACK COLOUR, REPRESENTS INERTIA, IGNORANCE, AND CONFUSION. IT LEADS TO DULLNESS AND NEGATIVE EMOTIONAL STATES. THE BHAGAVAD GITA (14.8) EXPLAINS:

“तमस्त्वज्ञानजं विद्धि मोहनं सर्वदेहिनाम्”

**TAMAS IS BORN OF IGNORANCE AND DELUDES ALL BEINGS.**

THIS REFLECTS HOW DARKER SHADES CAN SYMBOLIZE HEAVINESS AND EMOTIONAL STAGNATION.

INDIAN SCRIPTURES ALSO USE COLOURS SYMBOLICALLY IN THE DEPICTION OF DEITIES TO CONVEY EMOTIONAL AND SPIRITUAL QUALITIES. FOR EXAMPLE, KRISHNA AND VISHNU ARE DEPICTED IN BLUE, REPRESENTING CALMNESS, INFINITY, AND DIVINE STABILITY. BLUE SUGGESTS DEPTH AND EMOTIONAL BALANCE, MUCH LIKE THE VAST SKY AND OCEAN.

SIMILARLY, DURGA IS ASSOCIATED WITH RED, SYMBOLIZING शक्ति (POWER), COURAGE, AND PROTECTION. THE COLOUR RED EVOKES STRONG EMOTIONAL ENERGY AND DETERMINATION. ON THE OTHER HAND, SARASWATI IS DRESSED IN WHITE, REPRESENTING PURITY, KNOWLEDGE, AND PEACE, WHICH PROMOTES MENTAL CLARITY AND CALMNESS.

ANOTHER IMPORTANT REFERENCE COMES FROM YOGIC TRADITIONS AND THE CONCEPT OF CHAKRAS, DISCUSSED IN TEXTS LIKE THE UPANISHADS AND LATER TANTRIC LITERATURE. EACH CHAKRA IS ASSOCIATED WITH A SPECIFIC COLOUR AND GOVERNS PARTICULAR EMOTIONAL STATES. FOR INSTANCE, THE HEART CHAKRA IS ASSOCIATED WITH GREEN AND REPRESENTS LOVE AND COMPASSION, WHILE THE THROAT CHAKRA IS LINKED TO BLUE AND GOVERNS COMMUNICATION AND EXPRESSION. THIS SHOWS A DIRECT RELATIONSHIP BETWEEN COLOURS AND EMOTIONAL WELL-BEING.

AYURVEDA, PARTICULARLY TEXTS LIKE THE CHARAKA SAMHITA, ALSO HIGHLIGHTS THE THERAPEUTIC USE OF COLOURS. COOLING COLOURS SUCH AS BLUE AND GREEN ARE BELIEVED TO CALM THE MIND AND REDUCE ANGER, WHILE WARM COLOURS LIKE RED AND ORANGE STIMULATE ENERGY AND ENTHUSIASM. THIS DEMONSTRATES AN EARLY UNDERSTANDING OF COLOUR THERAPY IN REGULATING EMOTIONS.

FESTIVALS IN INDIAN CULTURE FURTHER REINFORCE THE EMOTIONAL IMPACT OF COLOURS. THE FESTIVAL OF HOLI CELEBRATES A WIDE RANGE OF COLOURS, SYMBOLIZING JOY, LOVE, AND EMOTIONAL EXPRESSION. EACH COLOUR USED DURING THE FESTIVAL REFLECTS A DIFFERENT HUMAN EMOTION, PROMOTING SOCIAL HARMONY AND PSYCHOLOGICAL RELEASE.

IN CONCLUSION, INDIAN SCRIPTURES PROVIDE A PROFOUND UNDERSTANDING OF THE RELATIONSHIP BETWEEN COLOURS AND HUMAN EMOTIONS. THROUGH THE CONCEPTS OF GUNAS, SYMBOLIC REPRESENTATIONS OF DEITIES, CHAKRA SYSTEMS, AND AYURVEDIC PRACTICES, COLOURS ARE SHOWN TO INFLUENCE NOT ONLY THE MIND BUT ALSO SPIRITUAL DEVELOPMENT. THIS ANCIENT KNOWLEDGE ALIGNS CLOSELY WITH MODERN PSYCHOLOGICAL THEORIES, PROVING THAT COLOURS ARE POWERFUL TOOLS IN SHAPING HUMAN EMOTIONS AND BEHAVIOUR.

# Highlights of the Month

## HOLI CELEBRATION



### Reminder

SHARE YOUR STORY WITH  
PRAVAAH! LET YOUR VOICE  
INSPIRE!

### Contact Info

Email:  
[psychologistiitm25@gmail.com](mailto:psychologistiitm25@gmail.com)



OUR COLLEGE CELEBRATED THE VIBRANT FESTIVAL OF HOLI WITH GREAT ENTHUSIASM AND JOY. THE CAMPUS WAS FILLED WITH COLOURS, LAUGHTER, AND A SPIRIT OF TOGETHERNESS AS FACULTY & STAFF MEMBERS GATHERED TO MARK THE OCCASION.

### Up Coming Events

Guided Meditation Session  
Free Mental Health  
Screening  
Art for Healing Sessions  
Peer Support Group Launch

# FOCUS OF THE MONTH

Colours are more than visual experiences they are psychological signals that influence our emotions, thoughts, and behaviour. From the calming effect of blue skies to the energising power of red, colours subtly regulate our nervous system and emotional responses. This edition explores the science behind colour psychology and how intentional use of colours can support emotional regulation and mental well-being.

## EMOTIONAL MEANING OF COMMON COLOURS

RED - ENERGY & INTENSITY

BLUE - CALM & TRUST

YELLOW - OPTIMISM & ATTENTION

GREEN - BALANCE & HEALING

PURPLE - CREATIVITY & LUXURY

BLACK - POWER & AUTHORITY

WHITE - PURITY & SIMPLICITY

## COLOUR PSYCHOLOGY FOR STUDENTS

STUDY TIPS BASED ON COLOUR:

USE **BLUE HIGHLIGHTERS FOR FOCUS**

**GREEN BACKGROUNDS FOR LONG READING SESSIONS**

**AVOID TOO MUCH RED WHILE STUDYING (CAN INCREASE STRESS)**

Holi, the festival of colours, is more than a cultural celebration it is a psychological experience of emotional release, social bonding, and renewal.

Holi symbolises:

- Letting go of past negativity
- Emotional cleansing
- Celebration of joy and connection & breaking social barriers

From a *psychological perspective*, Holi promotes:

1. Emotional Catharsis
2. Social Connection
3. Symbolic Renewal






# COMPANIES USING COLOUR PSYCHOLOGY

MANY WELL-KNOWN COMPANIES STRATEGICALLY USE COLOURS IN THEIR BRANDING TO INFLUENCE HOW CONSUMERS PERCEIVE, REMEMBER, AND EMOTIONALLY CONNECT WITH A BRAND. COLOURS ARE POWERFUL VISUAL STIMULI THAT THE HUMAN BRAIN PROCESSES VERY QUICKLY. RESEARCH IN COLOUR PSYCHOLOGY SUGGESTS THAT COLOURS CAN EVOKE SPECIFIC EMOTIONAL RESPONSES, SHAPE ATTITUDES, AND EVEN INFLUENCE DECISION-MAKING. BECAUSE OF THIS PSYCHOLOGICAL IMPACT, COMPANIES CAREFULLY SELECT COLOURS THAT REFLECT THE VALUES, PERSONALITY, AND MESSAGE OF THEIR BRAND.

FROM A MARKETING PERSPECTIVE, COLOUR PLAYS AN IMPORTANT ROLE IN BRAND RECOGNITION AND IDENTITY FORMATION. WHEN A BRAND CONSISTENTLY USES A PARTICULAR COLOUR IN ITS LOGO, PACKAGING, ADVERTISEMENTS, AND DIGITAL PLATFORMS, CONSUMERS BEGIN TO ASSOCIATE THAT COLOUR WITH THE COMPANY ITSELF. OVER TIME, THE COLOUR BECOMES A VISUAL SYMBOL OF THE BRAND. FOR INSTANCE, THE BRIGHT RED USED BY COCA-COLA IS OFTEN ASSOCIATED WITH EXCITEMENT, ENERGY, AND STRONG EMOTIONAL ENGAGEMENT. SIMILARLY, THE BLUE USED BY FACEBOOK CONVEYS TRUST, STABILITY, AND RELIABILITY, QUALITIES THAT ARE IMPORTANT FOR A SOCIAL NETWORKING PLATFORM WHERE USERS SHARE PERSONAL INFORMATION.

OVERALL, THE STRATEGIC USE OF COLOUR DEMONSTRATES HOW SCIENTIFIC INSIGHTS ABOUT PERCEPTION AND EMOTION CAN BE APPLIED IN REAL-WORLD CONTEXTS SUCH AS MARKETING, BRANDING, AND DESIGN. THROUGH CONSISTENT AND THOUGHTFUL COLOUR CHOICES, COMPANIES CAN STRENGTHEN THEIR BRAND IDENTITY, BUILD EMOTIONAL CONNECTIONS WITH CONSUMERS, AND ENHANCE THE OVERALL IMPACT OF THEIR COMMUNICATION.

## GLOBAL PSYCHOLOGY OF COLORS IN BRANDING

RED	BLUE	GREEN	YELLOW	PURPLE
<p><b>EMOTIONS</b></p> <ul style="list-style-type: none"> <li>• Passion</li> <li>• Urgency</li> <li>• Boldness</li> </ul>	<p><b>EMOTIONS</b></p> <ul style="list-style-type: none"> <li>• Trust</li> <li>• Stability</li> <li>• Professionalism</li> </ul>	<p><b>EMOTIONS</b></p> <ul style="list-style-type: none"> <li>• Health</li> <li>• Freshness</li> <li>• Growth</li> </ul>	<p><b>EMOTIONS</b></p> <ul style="list-style-type: none"> <li>• Optimism</li> <li>• Cheerfulness</li> <li>• Energy</li> </ul>	<p><b>EMOTIONS</b></p> <ul style="list-style-type: none"> <li>• Luxury</li> <li>• Wisdom</li> <li>• Creativity</li> </ul>
				
<p><b>USE IN MARKETING</b></p> <ul style="list-style-type: none"> <li> Used to create urgency in clearance sales</li> <li> Stimulate appetite in fast food</li> <li> Convey a high-energy image</li> </ul>	<p><b>USE IN MARKETING</b></p> <ul style="list-style-type: none"> <li> Established as a trusted color for finance and data</li> <li> Builds reliability and confidence</li> <li> Chosen by tech to signal innovation and precision</li> </ul>	<p><b>USE IN MARKETING</b></p> <ul style="list-style-type: none"> <li> Preferred by eco-friendly and organic products</li> <li> Communicates sustainability and environmental respons-</li> <li> Projects a relaxing and calming retail environment</li> </ul>	<p><b>USE IN MARKETING</b></p> <ul style="list-style-type: none"> <li> Captures attention with warmth and friendliness</li> <li> Used by low-cost providers to signify value and optimism</li> <li> Sparks creativity in brands</li> </ul>	<p><b>USE IN MARKETING</b></p> <ul style="list-style-type: none"> <li> Associated with high- and luxury goods</li> <li> Evokes a sense of imagination and innovation in design</li> <li> Often chosen for premium skincare and tech</li> </ul>

## VOICES THAT INSPIRE : LUMINARIES LENS



### PABLO PICASSO

Pablo Picasso did not develop a formal colour theory in academic terms, but his artistic evolution strongly reflected the psychological power of colour. He viewed colour as an emotional language capable of expressing internal states beyond words. His famous statement, *“Colors, like features, follow the changes of the emotions,”* illustrates his belief that colour shifts mirror psychological experiences. During his **Blue Period** (1901–1904), he predominantly used *blue and blue-green tones to depict themes of grief, isolation, and melancholy*, suggesting emotional depth and introspection. Later, in his **Rose Period** (1904–1906), warmer hues such as **pinks and oranges** emerged, symbolising emotional recovery and renewed vitality. Through these transitions, Picasso demonstrated that **colour is not merely decorative but deeply connected to mood, perception, and emotional expression**. His work remains a powerful example of how artistic colour choices can reflect and regulate psychological states.

The **key takeaway** from Pablo Picasso’s use of colour is that **colour acts as a reflection of internal emotional states**. His shifting palettes demonstrate that colours are not merely aesthetic choices but powerful psychological tools that communicate mood, experience, and transformation. The dominance of cool blues during periods of grief and introspection, followed by warmer pinks and oranges during emotional renewal, illustrates how visual expression can mirror psychological transitions. Picasso’s work reminds us that colour has the capacity to express what words often cannot, making it a meaningful medium for emotional processing and regulation. In essence, as emotions evolve, so do the colours that represent them, highlighting the deep connection between artistic expression and mental well-being.

# The RESEARCH HUB

A systematic review conducted by Domicile Jonauskaitė and Christine Mohr and published in *Psychonomic Bulletin & Review* (2025) examined 132 studies spanning 128 years of research on the relationship between colours and emotions. The review included more than 42,000 participants from 64 countries to identify consistent patterns in colour–emotion associations. The findings showed that people commonly associate specific colours with particular emotions. For example, yellow and orange are linked with happiness and joy, blue and green with calmness and relaxation, and red with high-arousal emotions such as love or anger. In contrast, darker colours like black and grey are often associated with sadness or negative emotions. The review also highlighted that colour properties such as hue, brightness, and saturation influence emotional responses. Overall, the study concluded that colour–emotion associations are relatively consistent across cultures and play an important role in emotional perception and regulation.

**Key findings:** The study showed that people consistently associate certain colours with specific emotional experiences. Colours such as yellow and orange are commonly linked with happiness and joy, while blue and green are associated with calmness and relaxation. Red is connected with high-arousal emotions like love, passion, and anger, whereas darker colours such as black and grey are often related to sadness or negative emotional states. The review also highlighted that emotional responses to colours are influenced by factors such as hue, brightness, and saturation. Overall, the findings suggest that colour–emotion associations are relatively consistent across cultures and play an important role in emotional perception and regulation.

**Link to the paper:** <https://arxiv.org/abs/2511.11689>

# WHAT DOES YOUR FAVOURITE COLOUR SAY ABOUT YOU?

Pick Your Colour:

- Red - Passionate, energetic, confident
- Blue - Calm, trustworthy, responsible
- Green - Balanced, caring, peace-loving
- Yellow - Optimistic, creative, cheerful
- Purple - Imaginative, intuitive, unique
- Orange - Social, enthusiastic, adventurous
- Black - Independent, strong, sophisticated
- White - Simple, organized, peaceful

# SAY THE COLOUR OF EACH WORD !

DON'T READ THE WORD

BLACK RED YELLOW WHITE

WHITE ORANGE PINK BLUE

RED BLUE BLACK YELLOW

BLUE YELLOW ORANGE RED

PINK WHITE RED YELLOW

ORANGE BLACK BLUE RED

YELLOW RED WHITE PINK

# MARCH Edition: FAQ

**Q1. What is the theme for March?**

**A:** The theme is “ The Science of Colour & Emotional Regulation” .

**Q2. Can colours influence our emotions?**

**A2. Yes.** Research in colour psychology suggests that certain colours can affect mood and emotional states. For example, blue and green tones are often associated with calmness, while warm colours like yellow can evoke energy and positivity.

**Q3. How can I submit my write-up?**

**A:** You can submit your write-ups to me at [psychologistiitm25@gmail.com](mailto:psychologistiitm25@gmail.com)

**Q4. What are simple ways to regulate emotions during stressful periods?**

**A.** Practices such as mindful breathing, journaling, regular physical activity, and maintaining supportive social connections can help improve emotional regulation.

**Q5. How can students manage academic pressure effectively?**

**A.** Time management, realistic goal setting, taking short breaks, and maintaining a balance between study and relaxation can help students cope with academic stress.

**Q6. When should someone seek professional psychological support?**

**A.** If feelings of anxiety, sadness, or emotional distress persist for several weeks and begin to interfere with daily functioning, consulting a mental health professional can be helpful.

**Q7. What is one daily habit that can improve emotional wellbeing?**

**A.** Spending a few minutes each day practicing mindfulness, gratitude reflection, or engaging in a calming activity can significantly support emotional balance.

Help is a call away

**PRAVAAH THE WELLNESS  
CLUB IS HERE FOR YOU!**

This is your safe space.

A place to breathe.

A place to reflect.

A place to grow.

Confidential Counseling Support

Scan the QR code to connect  
with the counselor.

Your details and conversations  
will remain private and safe.

