



## Psychology of Color

When using the Psychology of Color you can effectively communicate the different facets of your personality. Sometimes you want to be powerful, at other times you want to keep a low profile. And there are times you want to be open, soft and related. The colors are divided into categories that allow these different forms of expression without compromising the integrity of your coloring.

### Neutrals

The neutrals are the background colors that form the foundation of your palette. They relate directly to the hair, skin and eyes. When building a wardrobe, we consider the neutrals to be the basics.

### Eye Color

The eye color is the “mirror of the soul.” Remember you have both the dark and the lights of your eye color. These are the color of balance and equilibrium and is passive in nature. It is good to use in situations where negotiation is important. It balances your energy and the energy of whoever is with you.

### Skin Tone

The skin tone is the color of affinity, fellowship and relatedness. Since it is the low key of our femininity and masculinity, it initiates relationship in a trusting manner. Recommended use: first impressions, family meetings, and to wear with children.

### *Romantic*

The romantic color is your “red” tone. We use the word “red” loosely because red for one person is rust, another burgundy, and another pink! When you wear your red, you are being **emotionally persuasive** and expressing your passion for life and celebration. Be responsible when you wear it. It will evoke others’ emotions as well as yours! When choosing your “red”, hold up different types of reds and pinks to you and your face. Do you feel congruent and complemented when you are wearing a bright fire truck red or a deep red? Look at the pinks in your cheeks. Hold up different shades of pinks from Dusty Rose to Peach and light pinks to bright pink. Play with the different shades of “red” until you find one that suits you.

### *Dramatic and Supplementary*

The dramatic is your power color. It draws attention to you and puts you in center stage. The dramatic makes you and your ideas of paramount importance and gives you the final say in the matter! You also have a supplementary color that is an alternate to the dramatic; however, not quite as strong. You can practice by holding up different colors to you but to accurately determine your Dramatic and Supplementary Colors, Jennifer Butler would need to create for you, your personal color palette. No one’s color palette is the same. This requires a face-to-face personal consultation with Jennifer. To set one up please email [info@jenniferbutlercolor.com](mailto:info@jenniferbutlercolor.com) or call Kim at (213) 458 – 6546. We are Located in Los Angeles, California, USA.

### *Low Key*

The low key is a color that softens your energy and is to be worn when you do not want to be the center of attention. It's what we call the support color and can be worn when your gift is to support other people and make a contribution to others and for creating team camaraderie. Again, to accurately determine your Low Key Color, Jennifer Butler would need to create for you, your personal color palette. No one’s color palette is the same. This requires a face-to-face personal consultation with Jennifer. To set one up please email [info@jenniferbutlercolor.com](mailto:info@jenniferbutlercolor.com) or call Kim at (213) 458 – 6546. We are Located in Los Angeles, California, USA.