

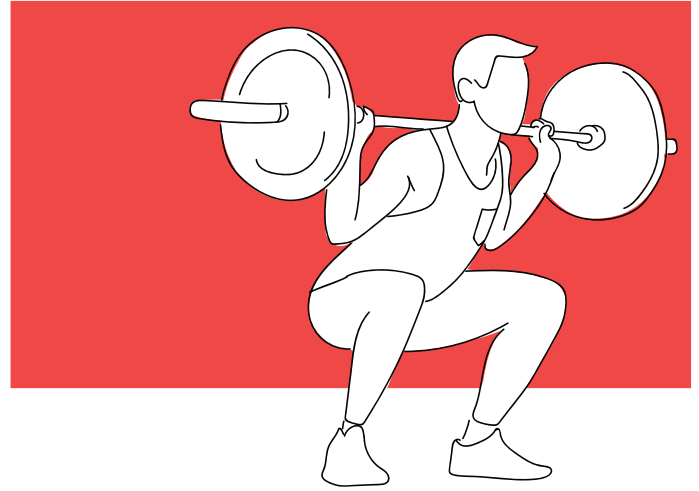
COLOR PSYCHOLOGY

& HOW IT AFFECTS YOUR FITNESS CENTER

According to behavioral psychologists, color affects a person's mind as well as body. Light enters from eyes and skin, travels through neurological pathways and affects the pineal gland in the brain, which in turn affects our body, mind and emotions.

RED

Red is a dynamic, powerful color that is very physical. It is energizing and can also portray friendliness and strength. It catches attention easily and is very powerful as an accent color. Mixing red with other colors like white maintains a color balance and motivates your patrons while avoiding over-aggressive behavior.



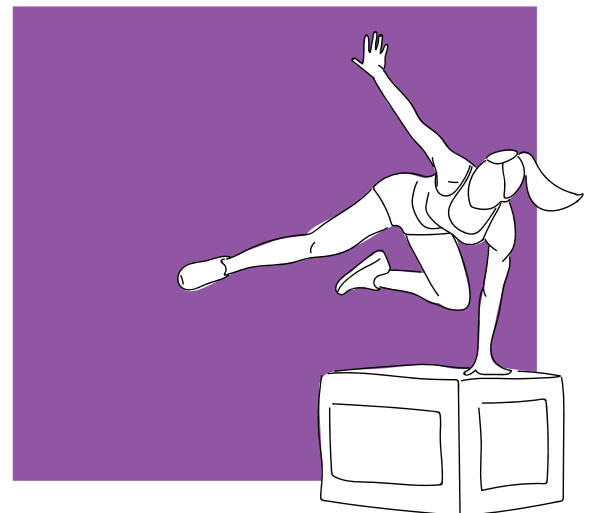
ORANGE

Orange is a combination of red's power and energy and the friendliness and fun of yellow. Orange represents motivation, positive attitude, and enthusiasm. It is a great color for sporting events and sports teams.



PURPLE

Purple symbolizes power, nobility, luxury, and ambition. Creativity is most often associated with the color purple. If you are looking for a color to soothe and motivate, purple is a good color.



BLUE

Blue is most often known for representing trust and stability. It also boosts productivity and can encourage people to do more at the gym. Blue objects appear less heavy when compared to red objects, which would make it better suited for heavier weights.



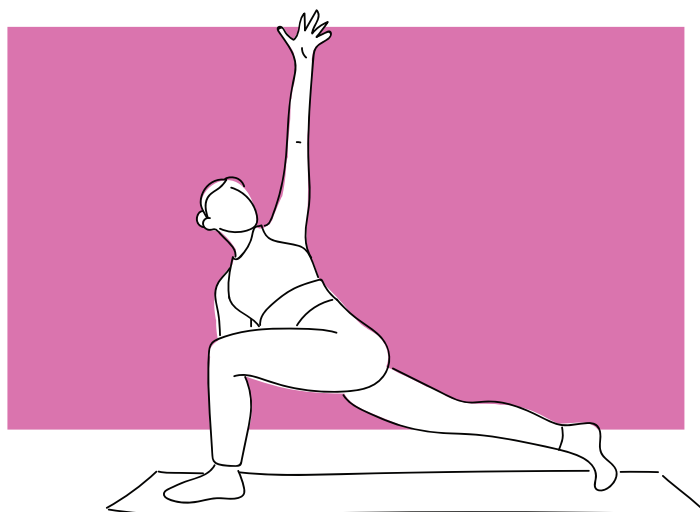
GREEN

Green is the color of balance and harmony. It symbolizes nature, which not only relaxes the body but also relaxes it. It is also a sign of growth. If you are looking to exude health, rest, and stress relief, green is a great color.



PINK/PASTEL

Pink and pastel colors are shown to help calm the mind. If you have a yoga room or resting area, pink is the best color for absolute calm. Pink is a softer and less intense version of red that creates a sense of compassion, love, caring, understanding, and nurturing.



NEON

Neon bright colors are stimulating and energetic. Adding a touch of them to a group fitness room or cardio space can give people the energy to get through a workout. Don't overdo it though, too much neon can add stress and visual strain.

