

Colour tips from Harmony Ridge Designs

✘ We all know about the importance of first impressions, but have you considered that the colours you wear can influence how people perceive you?

As we don't always know what colours suit us best, or what they may be communicating about us, this can affect the success of relationships, both at work and in our personal lives.

Colour also influences buying decisions. A company's choice of marketing and branding colours can either attract you or send you somewhere else.

The same goes for those of us who have a business. The colours we choose to sell our products and services can also make all the difference to the bottom line.

It is vital to choose the right colours for your home, too, to maximise comfort, style, property value or any other interiors objectives.

Most of us are aware of the basics of colour theory: for instance, that blues and greens generally communicate peace and calm and red tends to announce energy and vitality.



But for the most effective outcomes, all colours must be adjusted to the tone and shade that best suits the needs of each individual person, business and home.

To sum up, the right colours can draw people to you, enhancing work and personal relationships. They can also create positive perceptions about your business, which could introduce more new customers. And they can of course enhance your interiors, too, enabling you to create a home that is more comfortable, covetable, or valuable.

Jane Chromka, interior designer and colour consultant, is director of Harmony Ridge Designs. Further information about Harmony Ridge Designs is at www.harmonyridgedesigns.co.uk, on Twitter @harmonyridge1 and on [Facebook.com/Harmony Ridge Designs](https://www.facebook.com/HarmonyRidgeDesigns)

Contact Jane on 0131 556 7171 to book a consultation or a place on her autumn workshops.

