NowyStyl

An office full of colours

Contents

Sight is one of our key senses. It helps us learn about the world around us. A light wave that reaches our visual apparatus makes it possible for us to notice colours. The function of colours is not only aesthetic but primarily informative.

Colour signalling has been with us for a while. Over the years, brightly coloured fruit, plants, or animals have been read as a sign of poison, venom, or other danger.

In today's hectic world, colour is more important than ever. It attracts attention, highlights contrasts, increases aesthetic appeal, and sticks in your memory.

Colours are anything but neutral to us. They spice up our world not only through aesthetic appeal and an impulse sent to our nervous system but also thanks to specific physiological and psychological reactions they invoke.

Colour is the medium for information, association and meaning. It prompts us to draw certain conclusions and behave in a specific way.

How do colours shape our office environment?

An office space is where colours are of primary significance. A proper choice of colours may affect our effectiveness, productivity and creativity. It also impacts our general sense of wellbeing.

This aspect of office design deserves special attention because of how it affects our comfort and efficiency.

Sii

Zoning

Specific colour options and using them in spaces designed for different functions may help divide your workspace into zones. Also, contrasting colours may used as landmarks, which help you find specific places or rooms. That's how a deliberate colour scheme may become a guide to your office, which might be an important help for introverted employees, who usually find it hard to ask for the way.
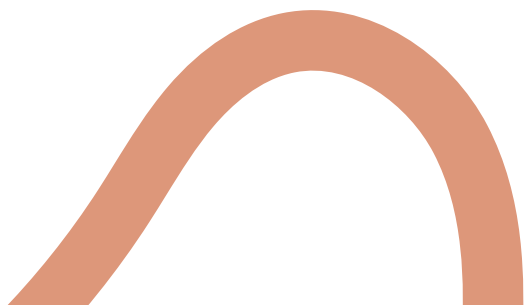
Additional signposting

Although colour itself carries a lot of information, it's good to provide an extra highlight to important navigational elements in the office, such as emergency exits or whether a room is free or occupied. To this end, you can use illumination or icons, to help people who have difficulties distinguishing between colours or similar shades and make it easier for them to identify key signs.

Colour constancy

We often associate our everyday activities with a specific colour scheme. When looking for peace and quiet, we usually choose places with muted colours, and when holding a creative brainstorming session, we prefer places with high energy levels. Specific colour choices for particular spaces may be helpful for people who find it hard to grasp social signals. Constant and consistent colours in different areas may serve as a form of codification. This way, it's easier to guess what the function of a specific space is and what level of interaction is expected there.

Creva Table

BeWise

Creva Table

Consistency and order

Even the most beautiful colours should be properly matched to create a coherent composition, introduce harmony and minimise overload. A chaotic colour scheme affects our effectiveness and ability to focus.

It's particularly troublesome for younger generations, who find it hard to focus despite all their involvement and enthusiasm. Of course, some elements should be highlighted with bright colours, but too much colour and contrast can be a distraction. It's exhausting for the eyes and brain. We should also remember that the colours that boost our energy level and vitality only work for a while – then they become irritating.

Harmonious colour combinations help us avoid visual chaos, which may produce anxiety just like stress and exhaustion. For example, that's the effect you get when you reverse the accepted order: "lighter colour on top, heavier colour underneath".

Enlarges

Decreases

Shortens walls

Nemera

Bayer

Mercedes

Company identity, values and identification.

A properly chosen colour scheme evokes specific emotions and associations and prompts relevant actions. If you know the meaning of a specific colour and the response it evokes, you can use it to communicate the values your organisation stands for.

For example, technological companies often use shades of blue to show their innovativeness and inspire trust. Green is a colour that is usually associated with nature, which is why it is chosen by environment-friendly companies. The message is that your business protects the environment. Alongside the logo, a consistent colour scheme is one of the most important factors that can make your business stand out against its competitors.

Using the selected colour scheme in company communication makes your business recognisable. This way, you don't have to use your logo in the advertisement or promotional materials, because the colours will speak volumes for your brand. That's how colours become an inherent element of a branding strategy and are effectively used to enhance the mission and message of your business.

The power of colours in your office.

It's up to you to choose the colours for your office. You can mix and match them to create a unique vibe. When picking colours for the office, it's good to know they come in three categories:

Energy | Calm | Relations.

Each of these groups has different functions and can help you create an optimum work environment.

Versi

Tri.ply

Brainy

Vapaa

Energy

The colours from this group are lively, dynamic and active. This is a spatial dose of energy, perfect for places where you need inspiration, creativity and motivation.

When used in such spaces, these colours promote dynamic work and an inflow of creative ideas. The colours from the Energy group are based on the wavelengths corresponding to the shades of orange and red. They are associated with activity and movement, and as such, they increase your blood pressure, speed up pulse, accelerate breath and boost your appetite.

The main colours in this group are:

Red: It's perceived as a medium of life, energy and activity. Red is exciting; it inspires desire, boosts your appetite and motivates you to make decisions. It's a perfect choice for places where you need dynamic action. However, when used in excess, it can generate aggressive and impulsive behaviour.

Yellow: It's a symbol of energy and light. Yellow draws your attention and inspires joy and vitality. It makes you cheerful and willing to act. It is recommended for places where you need a positive attitude and creativity.
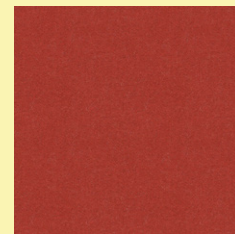
Orange: Vitality, energy, power, warmth, inspiration and passion. It can be a symbol of innovation, durability, comfort, friendship and trust. It's excellent for spaces where you want new ideas and activities.
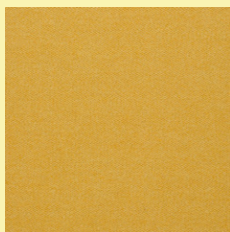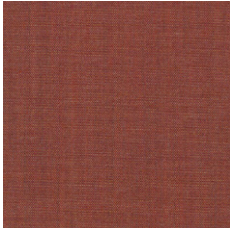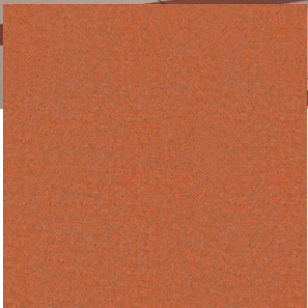
LDS44
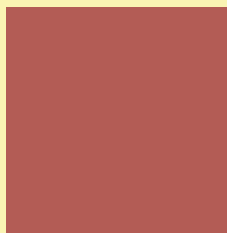
LDS84

**Vermilion Red
VR**

RX452

CSE26

RX452

Calm

The colours from this group will help you create an atmosphere that promotes focus.

They are perfect for spaces that need focus and silent work. You can use them in an environment that will support effectiveness and reduce stress and tension. The colours of *Calm* are rouped around the navy blue wavelength, which corresponds to sleep and focus. These shades will help you calm down, reduce blood pressure, ease your breath and slow down pulse.
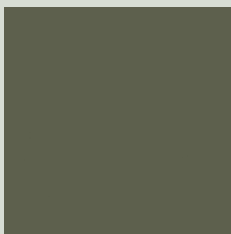
**Olive Green
OG**

RX982

The main colours in this group are:

Blue: It calms you down, enhances your focus, stabilises your mood and facilitates serious conversations. It is associated with intelligence, technology, professionalism and balance. Blue inspires trust and boosts productivity.

Navy blue and royal blue: These shades symbolise prestige, elegance, high social position, class and taste. They will be good for an office which calls for serious attitude and professionalism.

Green: It is the colour of freshness, coolness, lightness and youth. It's a symbol of life, hope and nature. Green helps you concentrate. It also makes you feel safe and in balance.

Purple: Constancy, authority, dignity and aloofness. Purple calms you down. It inspires creativity and reflection. It introduces a note of melancholy, but also invention.

Grey: Old age, impartiality, coolness and plainness. It can also symbolise classics and wisdom. This colour goes well with others and effectively introduces peace and balance.

White: It is associated with spirituality, cleanness, sterile environment, hygiene and simplicity. It is a perfect background. White stands for everything fresh and spacious.
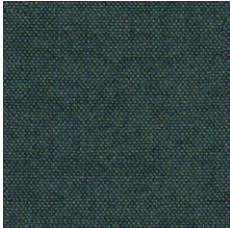
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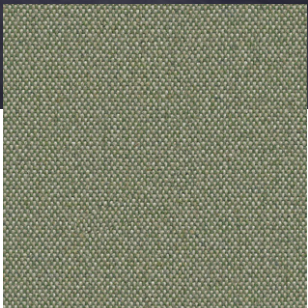
MLF09

RX733

Relations

The colours from this group promote creating a friendly, warm atmosphere, which fosters relations and a sense of belonging at the workplace. These shades are great for shared spaces, where people can get together and cooperate.

The Relation colours can also make you feel like you're at home or in a café. They inspire positive feelings and emotions, which promote openness, facilitate communication and reduce social distance.

The main colours in this group are:

Pink: Infatuation, love, softness, subtlety, peace and sweetness. It's a symbol of friendship and romanticism. It inspires care and can be seen as a warm and friendly colour.

Brown: Stability, warmth, comfort and respect. It symbolises the earth, home, care, support and family. It stands for elegance, wealth and sophistication. Brown creates a warm, homely vibe. It also inspires trust.

Beige: Beige can be seen as a colour that supports relations because of its warm and friendly nature. It's a far cry from dominant and overwhelming colours, which makes it a perfect background for peaceful, harmonious interactions. Beige may be associated with openness, kindness and readiness to listen. It creates a comfortable atmosphere for meetings and dialogue.
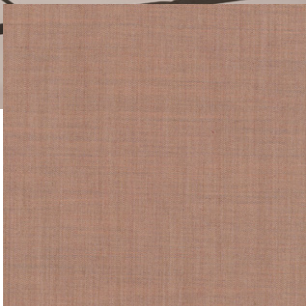
RX346

RX406

MLF20

RX612

RX452

Elegance

To create a premium or prestigious space, it's best to combine darker shades of navy blue or royal blue with golden accents to highlight the luxurious character of the place. Orange can be used for details, to add a warm and dynamic splash to the otherwise serious space, but its intensity should match the general elegant look.

To create a prestigious premium space, it's good to focus on colours that create a feeling of luxury, elegance and class.

Colours from the Calm group:

Navy blue: It symbolises prestige, elegance and high social position. Navy blue will give you space some depth and class, which is typical of luxurious interiors.
Royal blue: Just like navy blue, royal blue is associated with elegance and prestige. It exudes peace, professionalism and seriousness.

Colours from the Relations group:

Beige: Beige is one of the most neutral colours. Elegance often entails simplicity and subtlety. Beige is soft and unobtrusive, which makes it sophisticated. In fashion and interior design, it often symbolises minimalism and pure form, which promotes elegant looks. It goes well with gold. This combination, when used moderately, can highlight certain elements and lend them some glamour and majesty. That's what makes it perfect for premium and prestigious spaces.

Colours from the Energy group:

Orange: Although it's normally associated with vitality and energy, its subtle shades can make a space look warm and luxurious, especially in the form of accents.

SX2090
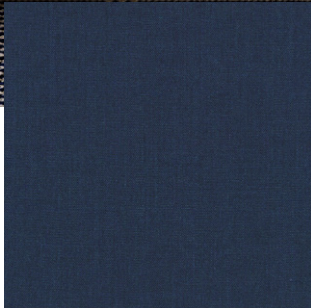
RX866

VS Natural
American Walnut

Nature in harmony with Technology: Colours vs modern trends in interior design.

Genaya

In today's world governed by technology, we experience an intense craving for nature. It is also reflected in architecture and design. Natural materials, such as wood, wool and linen, offer an abundance of tactile experience, contrary to the sterile feel of technology. They also introduce peace and a sense of grounding.

Creva Soft Seating

Neutral colours and earthy shades are dominant in such spaces and create an environment that promotes relaxation and mindfulness. Green walls, interior gardens and natural light help us create places which soothe your senses and remind you of the beauty of nature. In the digital era, characterised by virtual interactions and innovation, spaces must reflect the dynamic and ever-evolving technology. Bold colours, like rich purple and bright yellow, are key actors in such environments, exuding the energy and innovation of the digital world. Technology has become a crucial aspect of modern spaces, with digital screens and interactive interfaces embedded in our everyday lives. In commercial spaces, these lively colours bring a dose of modernity and a futuristic vision, which in turn reflects the dynamic space of innovation.

Modern interior design must therefore balance on the verge of natural peace and digital excitement. A harmonious interaction of earthy tones and bold digital colours is a perfect example of how ostensibly contrasting elements can be combined into a space that is both grounding and dynamic. By integrating these two worlds, we design for beauty and functionality. This is how we create spaces that respond to the complex needs of today's life. As we balance the peace of the natural world with the excitement of digital innovation, we create spaces that are a harmonious reflection of our multifaceted reality.

An office full of colours: The wonders colours do in your office space

Colour is of key importance in office design. It affects our efficiency, well-being and interactions. A proper colour scheme not only improves the aesthetic appeal of your office but may also boost concentration level, creativity and teamwork. When designing an office, it's good to consider the following colour groups: Energy for boost and inspiration, Calm for focus and relaxation, and Relations for a friendly atmosphere. To create a harmonious and functional office, you need to choose a deliberately planned colour scheme, which will respond to the specific needs and objectives of your organisation.