



The colors behind Perry: Why some c

By Payton Romans and Jess Hess

Whenever senior **Purseh Gbadyu** sees anything in lavender purple shades, she brightens.

"My favorite color is lavender purple because it reminds me of my mom. She'd always have lavender candles burning when I was younger so I think it really has a comforting sense of home and family," said Gbadyu.

AP psychology teacher **Julie Carey** says the reason behind a person's favorite color varies.

"Color theory is probably one of the most controversial aspects of psychology because it's so reliant on things such as personal preferences, experiences, your upbringing and even things like cultural difference."

For some students, color preference is rooted to their religious values.

Junior **Savannah Clark's** favorite color is purple. She says, "Purple is a royal color, and the color of the cloth that hangs on the cross, which represents that God is royalty and that he is the King."



Junior Savannah Clark (Photo by Alexis Lee).

The purple cloth is often found on crosses at Christmas to signify the coming of a king while also foreshadowing Jesus' bruising and death during Lent.

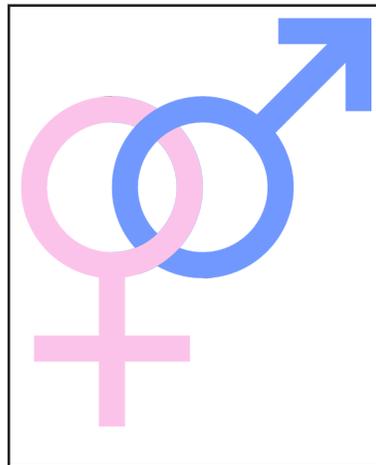
Throughout Buddhism, white is also used. There are five colors to represent a specific Buddha: Blue, white, red, green and yellow.

And Muslims tend to favor green because many believe it was Muhammad's favorite color, and his writings often refer to green, wrote Christopher Bean for "Slate," the online magazine.

In the Middle East, where many Muslims reside, deserts are common, so green is more precious, signifying life and nature, Bean added.

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- Andrea Alvarez



Pink and blue are the premier colors for baby clothes today. However, in different times and culture these may have been reversed or entirely different (Art by Sam Cook).



The vibrant colors of this tropical One-spot Damselfish are an exciting sight. Color is prominent in nature allowing many different species to communicate the different meanings through the color. Some tropical fish have colors to warn off potential predators with their poison. Other species mimic it for protection (Photo provided by Creative Commons).

Yet the way people see color is based on science, Carey says. "It's all about what's going on in your eye. Our eyes are made up of receptors, also called cones. They work a lot like old-fashioned televisions, which had different colored tubes of red, blue and yellow and can be combined in a way to form any color."

But scientific studies haven't proven that color influences mood or behavior. A favorite color is more often a personal choice rather than tied to genetics, Carey says.

Nonetheless, business marketers are convinced that certain colors sell products, or at least remind consumers

of particular brands.

A study included in the book "Management Decision" by Satyendra Singh found that up to 90 percent of consumers said a product's color convinced them to buy it.

Social media marketers say they use shades of blue to keep consumers awake and tied to their websites.

Some students buy it.

"The whole point of social media is to keep you drawn to it, and to have something aesthetically pleasing to the eye," said junior **Andrea Alvarez**, whose favorite color happens to be blue.

She continued, "I think it's just good business strategy because what's the

"Purple is a royal color, and the color of the cloth that hangs on the cross, which represents that God is royalty and that he is the King."

- Savannah Clark

Colors are symbolic in many faiths, such as how many Christians view white to show purity and holiness at Easter and Christmas.

MEETS COLOR

colors are more appealing than others

point of making something if you don't want others to see it and pay attention to it?"

"I think it's stupid and trivial to assign color to gender."

- Mackenzie Lewis

But isn't blue supposed to be for boys and pink for girls? Not if you look around Perry hallways these days. Now, male teachers, administrators and students often sport pink tees, oxfords and ties.

Boys don't prefer blue more than girls nor girls prefer pink in any color experiments. And children's clothing weren't divided by those colors for many years. A 1918 catalog, "Earnshaw's Infants' Department" recommended red for boys because it's a "passionate" color and blue for girls because it's a "delicate and dainty tone."

Several historians say that the blue-and-pink color divide started in the 1940s after World War II.

Men came home from war and reclaimed the factory jobs along with their blue uniforms, and advertisers chose pink for housewives, declaring it "feminine." Pink then sprang up in a large variety of women's clothes and women's products.

"I think it's stupid and trivial to assign color to gender," says junior **Mackenzie Lewis**. "Our minds are not more inclined

to these colors because of our genders. It's just another way society segregated the genders and puts children into early gender roles."

Popular restaurant brands such as McDonald's use bright yellows and reds to evoke hunger, attention and friendliness. While, red offers hunger, yellow shows both friendliness and speed, like dropping in to grab a quick bite, says Walter Graff, a cinematographer and lighting consultant.

Reid Mene, an author at the Independent Journal Review says yellow also grabs attention from far away, giving consumers time to decide whether or not he wants to go and order some food. Yellow is also the most visible color in daylight.

For some Perry students, red logos that grab their attention include classics like McDonalds, Chik-fil-A and Coca-Cola.

"Red is an inviting color," explains senior **Justine Ling**. "It's more appealing than yellow; it's more vibrant."

Red's more appealing than yellow; it's more vibrant.

- Justine Ling

Other businesses don't want their brands to be so bold. Starbucks prominently features green in its marketing to elicit feelings of comfort and nature, says Shyrose Vastani, an author at Think Design.

Many companies take colors so seriously that they will sue to protect them. John Deere has trademarked



Perry's blue falcon would seem entirely different with a changed color scheme. Color influences the popularity and perception of a mascot. (Art by Adam Crozier)

its yellow and green scheme. No other company can use that combination on tractors. And Mattel hasn't abandoned its gender stereotypes. Barbie pink is trademarked in more than 100 categories.

All the hullabaloo over hues makes some Perry students roll their eyes, whether they're blue, brown or hazel.

They choose their favorite colors for themselves. It's their favorite without

any thought of family, religion, gender or business marketing.

Sophomore **Felesia Cin** says black is hers, but says there is no particular reason why. "It's a simple color. I don't know why people put so much importance on color when there's other things to think about."

Some people use color as a contrast to their own character, like junior **Meredith Cash**.

"My favorite color is gray. I'd say it's my favorite because it's boring. Like, with all the craziness going around me and my loud personality, I guess gray is just cool. It's not light but it's not dark."

Orange is junior **Nick Rohrer's** favorite. "I really don't have a deep reason for picking it, I just think it looks nice and I like seeing it."

Remember

www.falconsfocus.org

The *FOCUS* is online and continually updating with new stories and pictures.

Mattel Barbie Pink #Fd67df	John Deere Green #367c2b
Perry Falcon Blue #29427c	YouTube Red Red #e62118

Some examples of three company trademarked colors in their field. Along with the blue the *FOCUS* uses. The Hexadecimal codes allow falcons to use the colors themselves (Art by Adam Crozier).