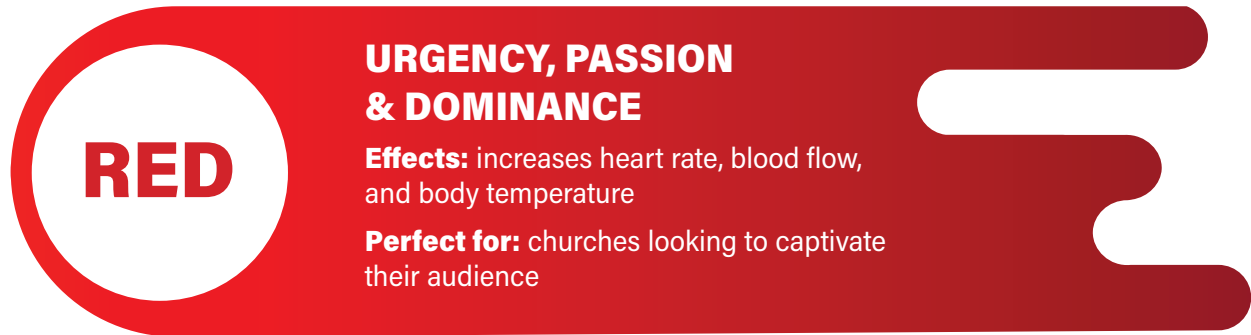


Ministry Guide to Color Psychology

Colors, hues, and tones often create subconscious psychological and physiological reactions within our bodies, so it's important to know which emotions your designs are evoking amongst current and potential members.

Embark on a colorful journey with us to discover the meanings behind these eight shades:



RED

URGENCY, PASSION & DOMINANCE

Effects: increases heart rate, blood flow, and body temperature

Perfect for: churches looking to captivate their audience

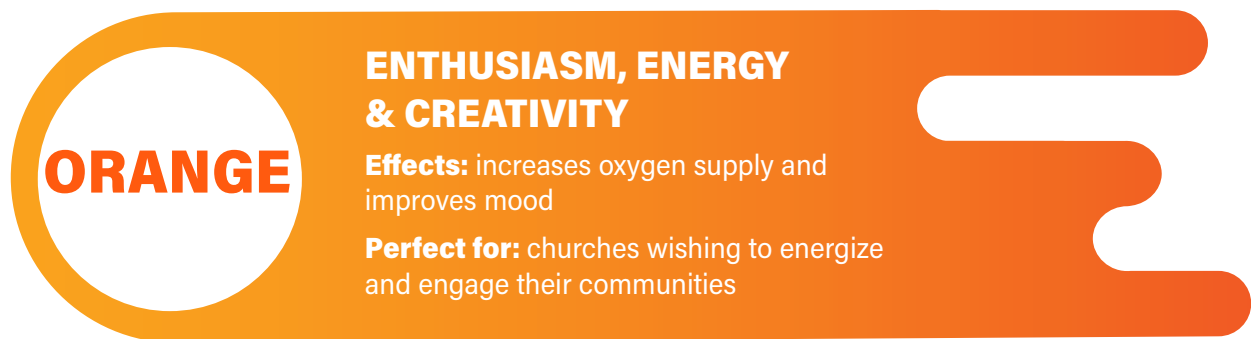


YELLOW

POSITIVITY, OPTIMISM & JOY

Effects: stimulates the brain, boost memory, and improves mood

Perfect for: ministries seeking to establish a warm and welcoming atmosphere

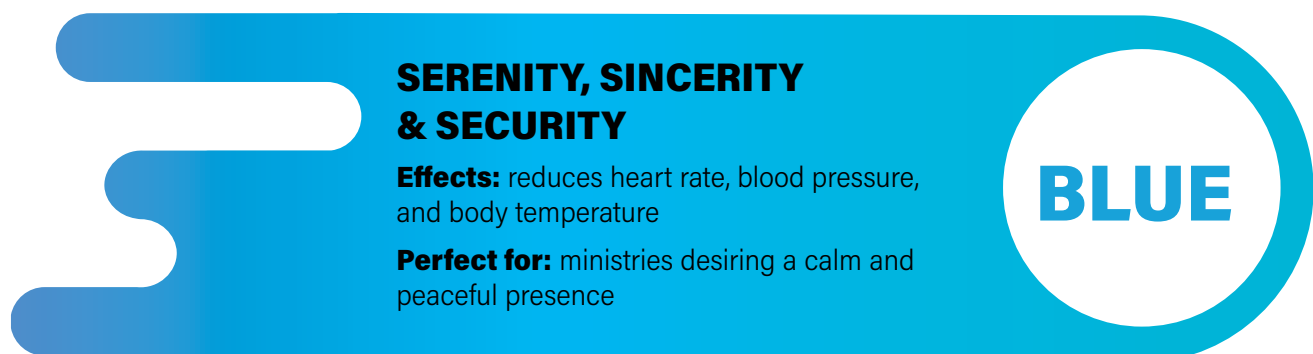


ORANGE

ENTHUSIASM, ENERGY & CREATIVITY

Effects: increases oxygen supply and improves mood

Perfect for: churches wishing to energize and engage their communities



BLUE

SERENITY, SINCERITY & SECURITY

Effects: reduces heart rate, blood pressure, and body temperature

Perfect for: ministries desiring a calm and peaceful presence

Green

**HARMONY, PROSPERITY
& HEALING**

Effects: relieves stress via pituitary gland stimulation

Perfect for: churches in need of collaboration and synergy

Purple

PEACE, POSITIVITY & PURPOSE

Effects: improves problem-solving via brain stimulation

Perfect for: ministries seeking to transform calamity into calmness

White

PURITY, CLARITY & PEACE

Effects: increases focus, memory, and serotonin

Perfect for: ministries in need of a resurgence of energy

Black

**POWER, AUTHORITY
& SOPHISTICATION**

Effects: reduces energy and blood pressure

Perfect for: churches in need of emotional regulation

Ready to rebrand? UMC Support's Communications and Marketing department can help your ministry develop a unique brand true to your ministry's purpose.



Engage your audience with your mission-driven, UMC-tailored branding. To request a free consultation with our Communications Team, contact Connectional Relations at (866) 367-4232 or ConnectionalRelations@gcfa.org.