

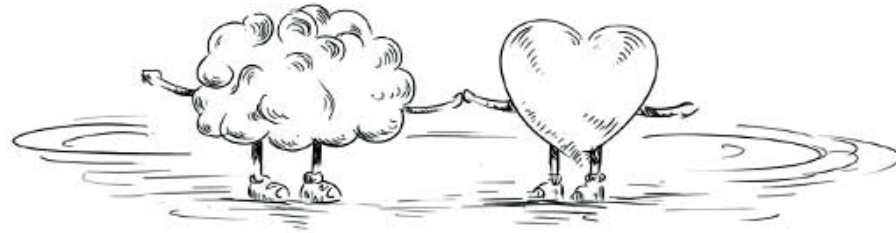
COLOR PALETTE



SENSUM BY AMAPOLA

Our perception of the world is built into our genes, and the way it works makes us remember color much better than form, quantity or other qualitative characteristics. Different colors and shades can change a person's mood and influence their subconscious.

In floristics, this feature of color design serves two important functions at once—emotional and practical.



On the emotional level the feelings evoked by a color play a tremendous role, on the practical one it is an opportunity to create a unique, memorable arrangement.

Color selection is an important aspect that we take into account in any floral arrangement.

As a client, you should understand the true purpose of any color shade, setting aside your own preferences and choosing the colors that will harmoniously elicit the right state of mind in the recipient.

Red

Green

Blue

Orange

Yellow

Purple

White

Black



RED GAMMA

Red has historically had many associations: on the one hand, red is always fire, danger and blood, excitement and extreme, and on the other hand, it means love, sexuality, passion and energy.

It is in every way a bold, energetic, vibrant color that symbolizes strength, confidence and power.

The property of red must be remembered and used in the context of the whole composition so that it evokes in the recipient the feelings we need, and not the other way around.

A person who prefers the color red is believed to be energetic, sexual, fun, ardent, active, passionate, with prominent leadership qualities, aggressive, hot, excited, warm, saintly, patriotic, militant, restless, tense, sinful, hateful, angry, emotional, determined, prone to extremism and rebellion.

Useful tip. Since red is quite an ambitious color, it should be used with caution, making sure to take into account the meanings of the flower itself from the encyclopedia of characteristics.

But if you want to stand out from the crowd, red will be the perfect choice.

SCARLET

Code Name: RIM



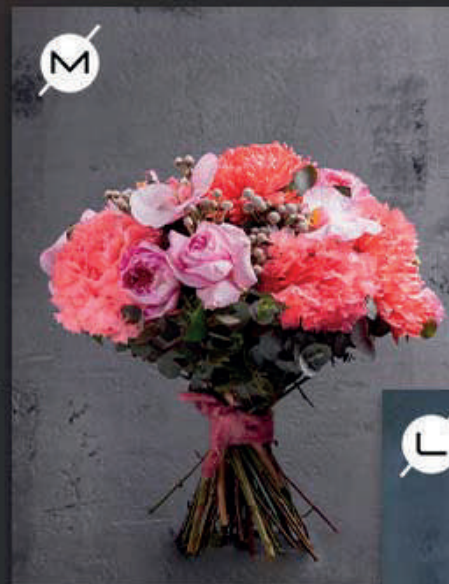
Code Name: RIS



Code Name: RIL

CORAL

Code Name: R2M



Code Name: R2S

Code Name: R2L



MARSALA

Code Name: R3M



Code Name: R3L



Code Name: R3S

YELLOW

GAMMA

Yellow is well received by absolutely everyone and is associated with the sun and sunlight that gives warmth and life. The color of happiness and smiles in human perception is yellow, whether we realize it or not.

It is perceived as friendly, warm, pleasant and has an effect on the human emotional sphere, evoking joy, happiness, cheerfulness, optimism and self-confidence. Yellow is also a tonic, an uplifting and invigorating color, representing power and enlightenment.

A person who prefers the color yellow is believed to be sociable, brave, intelligent, joyful, hospitable, resolute, noble, young, quick, sunny, friendly, energetic, intuitive and intelligent, enterprising, favorable, safe, purposeful, cheerful, strong, warm, highly spiritual, healthy, joyful, loud; but also possibly cowardly, aggressive, treacherous, jealous, envious, proud, intrusive.

Useful tip. Because of its positive notes yellow is one of the most successful colors, but be careful, because some shades of yellow can look too simple. Also keep in mind that too much yellow in an arrangement can actually make a bad tone, lowering the recipient's self-esteem.

At the same time, remember that yellow in some cases can be associated with insolence, cowardice, irrationality.

Pessimists and withdrawn individuals normally do not like this color.

PALE YELLOW

Code Name: YIM



Code Name: YIS

Code Name: YIL



LEMON YELLOW

Code Name: Y2M



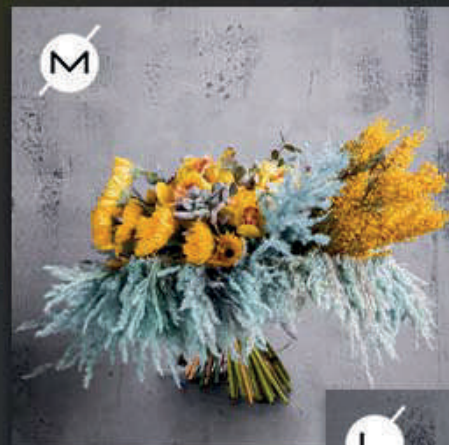
Code Name: Y2L



Code Name: Y2S

BUTTER YELLOW

Code Name: Y3M



Code Name: Y3S

Code Name: Y3L



GREEN GAMMA

Green is the color of nature. It does not tire the eye, evoking in the subconscious a feeling of being at one with nature and, accordingly, a feeling of relaxation, restoration of strength, confidence, balance, and awakening ecological awareness.

Green stimulates two completely unrelated associative flows: on the one hand, it is freshness, naturalness, rebirth, renewal, insight, intuition, vitality and eco-friendliness, and on the other hand, it represents money, prestige, wealth, luxury and abundance.

A good color for business activities related to the environment, it can add appropriate notes to any arrangement.

A person who prefers the color green is believed to be sincere, honest, undemanding, peaceful, gentle, not nervous, serene, thoughtful, quiet, focused, reflective, peaceful, healthy, sympathetic, lively, helpful, active, capable; also young, inexperienced, weak in expressing feelings, living in hope.

Useful tip. Keep in mind that in some cases, the color green can be associated with melancholy (remember the Russian expression "green melancholy").

Excessive use of the color green may subconsciously indicate a kind of stagnation, lack of progress, innovation.

FOREST GREEN

Code Name: GIM



Code Name: GIS



Code Name: GIL

MINT GREEN

Code Name: G2M



Code Name: G2S



Code Name: G2L

OLIVE GREEN

Code Name: G3M



Code Name: G3L



Code Name: G3S

PINK GAMMA

The stereotype that pink is one of the most frivolous colors is a thing of the past.

Being a shade of red, pink also affects the human physiology. But pink is much less able to excite than red and tends to be more of a soothing color.

Pink is a very powerful color in its effect on the psyche, indicating the feminine beginning. It is associated with procreation, education.

The range of pink shades is so diverse that each of them deserves to be considered individually: pale pink or pastel pink symbolizes tenderness, softness, sweetness, comfort, tenderness, intimacy, weakness, fragility, sensuality and femininity; dusty pink is sentimentality and sublime love, bright pink is romanticism and delight; acid colors are associated with youth, cheerfulness, happiness, drive, pleasure and illusions.

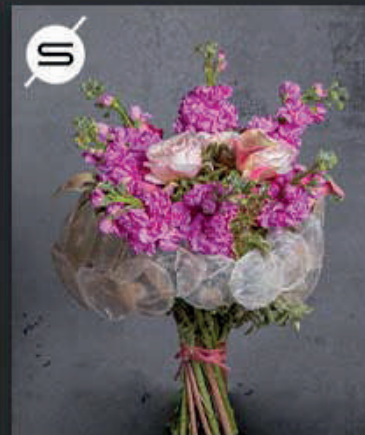
A person who prefers the color pink is often believed to be soft, infantile, gentle, weak-willed, dreamy, and comfort-loving.

Useful tip. Select shades of pink to suit the impression you want to make on the recipient. Don't be afraid to use this color if your audience includes men as well as women. Play with shades.

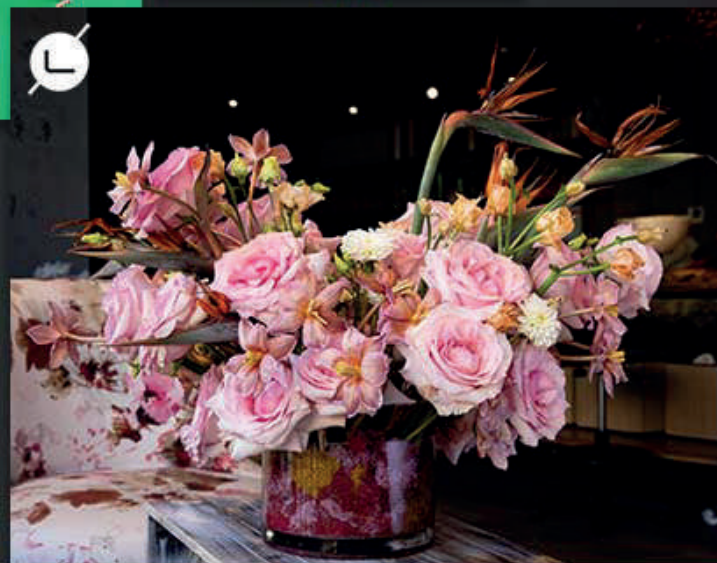
Too much pink can physically depress the viewer.

MAGENTA

Code Name: P1M



Code Name: P1S



Code Name: P1L

COFFEE PINK

Code Name: P2M



Code Name: P2L



Code Name: P2S

PINK PEACH



Code Name: P3M



Code Name: P3S



Code Name: P3L

ORANGE GAMMA

Since orange is a blend of red and yellow, it evokes respective feelings, associations and physiological stimuli with a sense of fullness of life—joy, happiness, warmth, optimism, and shelter.

Oranges and carrots are also orange, which also makes this color a symbol of health, youth and vigor.

A person who prefers the color orange is believed to be young, cheerful, friendly, radiant, active, driven, dreamy, harmonious, intuitive, productive, courageous, fearless, passionate, curious, sociable, responsive, ambitious, lofty, creative, dangerous, proud, with a strong sense of humor, adventurous.

Useful tip. Because orange is more associated with youth and novelty, it may not be suitable for VIPs, luxury segments and companies involved in serious business activities. Orange can be associated with indifference and a lack of serious intellectual values.

CARROT

Code Name: OIM



Code Name: OIS



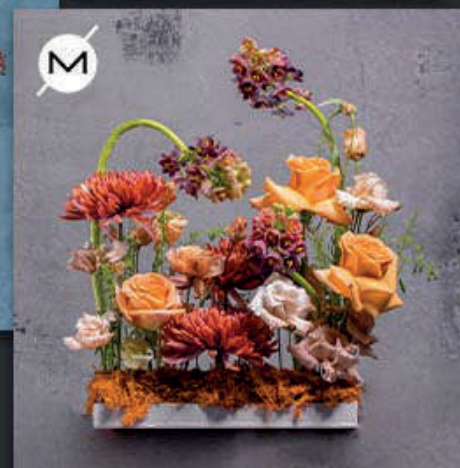
Code Name: OIL

TERRACOTTA

Code Name: O2L



Code Name: O2M



Code Name: O2S

AMBER

Code Name: O3M



Code Name: O3S



Code Name: O3L

BLUE GAMMA

Blue in nature is the sea and the sky, because this color is quite often associated with tranquility, peacefulness, relaxation, removal of tension and anxiety.

More intense shades of blue or blue will stimulate thinking, less saturated tones will encourage mental concentration.

Blue is the color of reliability, honesty, sociability, openness, responsibility, intelligence, purification and ecstasy.

For English-speaking audiences, blue can represent depression, because there is an expression "to be blue" English, which means being upset, sad.

A person who prefers the color blue is believed to be moderate, calm, modest, lofty, spiritually evolved, with a rich inner world, amiable, quiet, reliable, melancholic, dignified, strong, not afraid of work, mature, relaxed, as well as cold, cold-blooded, and prone to sadness.

Useful tip. The blue palette is varied, so watch out: pick shades that evoke the right emotion rather than drive your recipient into gloom.

Shades of blue are actively used in the business world because they are associated with business, entrepreneurship and finance.

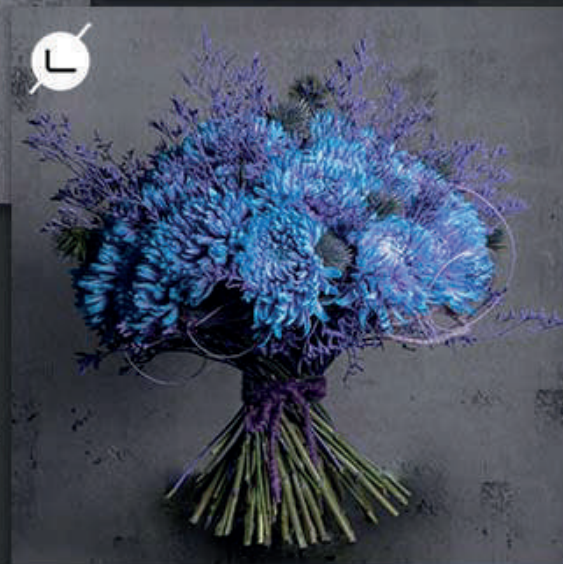
When designing arrangements using blue colors, keep in mind that blue can be associated with coldness, indifference, lack of feelings.

ROYAL BLUE

Code Name: BIM



Code Name: BIL



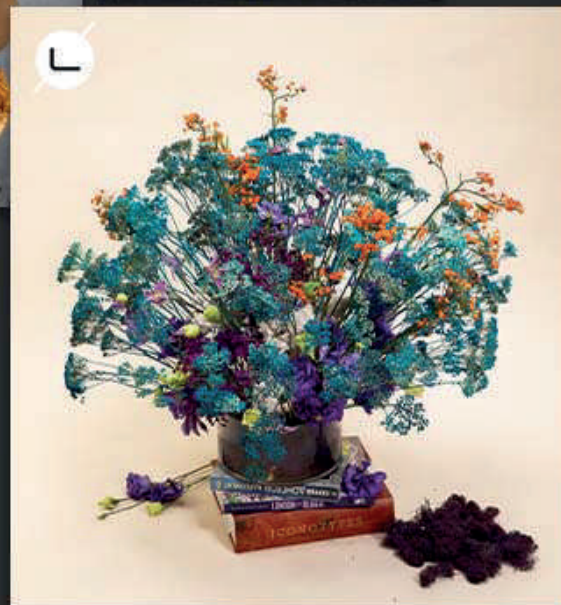
Code Name: BIS

AQUAMARINE

Code Name: B2M



Code Name: B2L



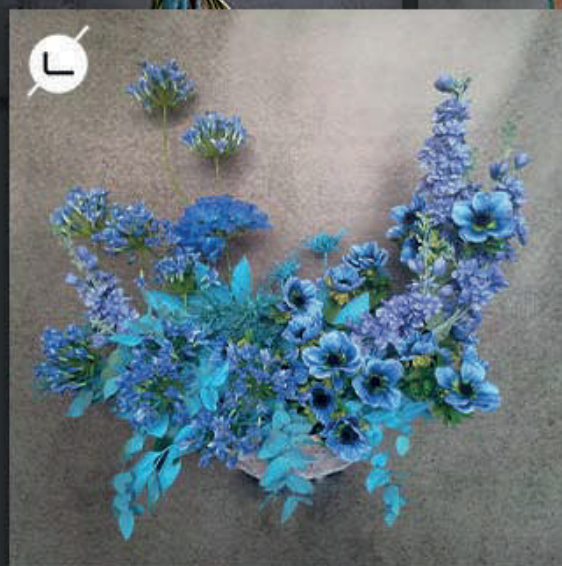
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LIGHT BLUE

Code Name: B3M



Code Name: B3S



Code Name: B3L

PURPLE GAMMA

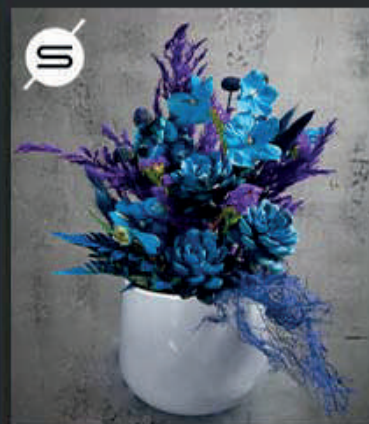
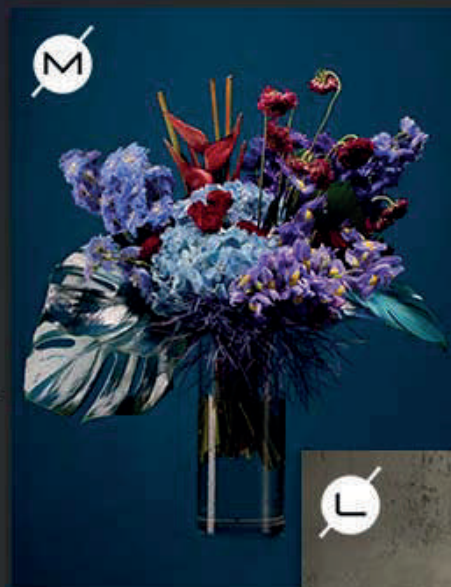
As purple is associated with the cosmos, spirituality, piety, time, space and creativity, it invites one to high contemplation and meditation. Quite often this color is associated with royalty, wealth and luxury. It is believed that the reason purple has this effect on people is the wavelength of the color, which resonates with the corresponding vibrations in the human brain.

The purple palette evokes rather neutral emotions. Deeper shades create an atmosphere of mystery and grandeur, while lilac, lavender or amethyst look feminine and sentimental.

A person who prefers the color purple is believed to be creative; prone to nostalgia, melancholy, sadness, reminiscence, loneliness and despair; characterized by strength, self-esteem, spirituality, contemplation, emotionality, conservative thoughts, nobility; also have such characteristics as something mystical, endless, associated with night, mourning and pomposity. Richer shades with red-purple tones indicate refinement, uniqueness, craving for tenderness, romanticism, excitement, passion and even cunning.

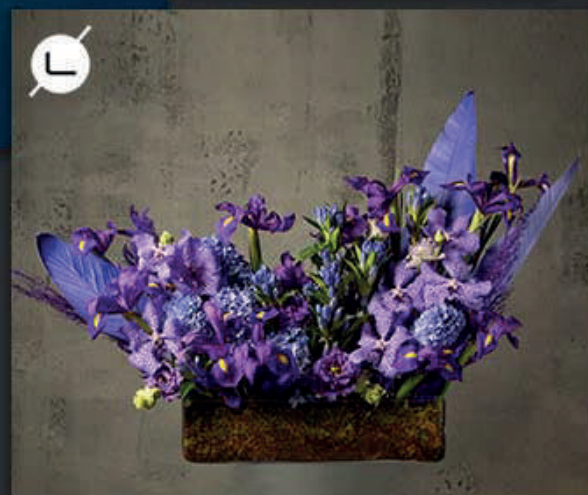
INDIGO

Code Name: PRIM



Code Name: PRIS

Code Name: PRIL

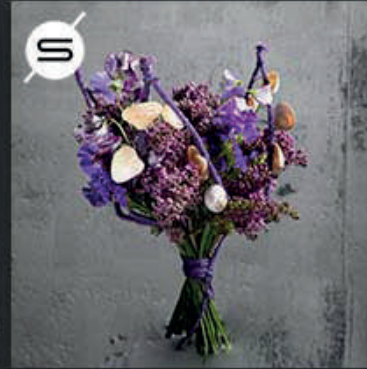


LILAC

Code Name: PR2M



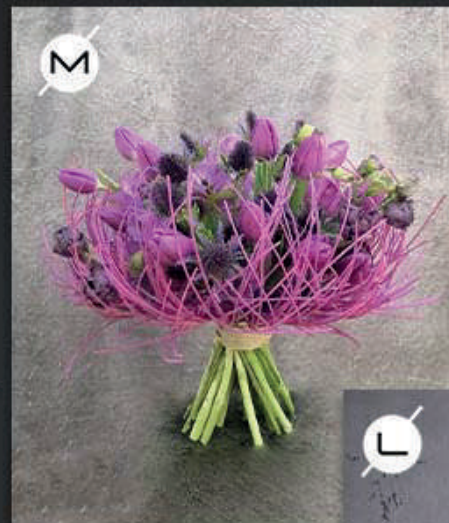
Code Name: PR2L



Code Name: PR2S



PLUM



Code Name: PR3M



Code Name: PR3S



Code Name: PR3L

WHITE GAMMA

White is transparency, simplicity, innocence, minimalism and perfection. It is purity and holiness, it is the light of the Absolute.

White seems to be broadcasting: "Don't touch me!"

It is similar to black: it is also uncompromising, but sterile, hygienic. Just like black, it fully absorbs light waves and reflects them. Thus, white also creates barriers, but unlike black, white flowers can be difficult to look at. Visually, white enhances the perception of space.

Almost everyone likes it, so its interpretation is controversial: white can mean both coldness and spirituality, harmony.

A person who prefers the color white is believed to be reliable, innocent, quiet, harmonious, spiritual; it is also associated with light, snow, fear, coolness, purity, clarity, silence, knowledge, youth, sadness, labor, and emptiness.

Useful tip. The negative traits of white include its effect on the warm colors in the arrangement. An excess of white does not allow warm colors to look bright, which should be kept in mind when designing a floral arrangement using warm tones.

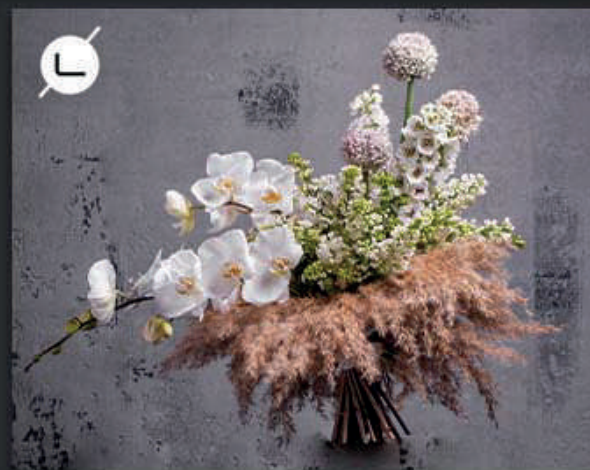
Choosing white, you will have to make every effort to emphasize your own individuality. Even a simple object should have something special about it.

BRILLIANT WHITE

Code Name: WIS



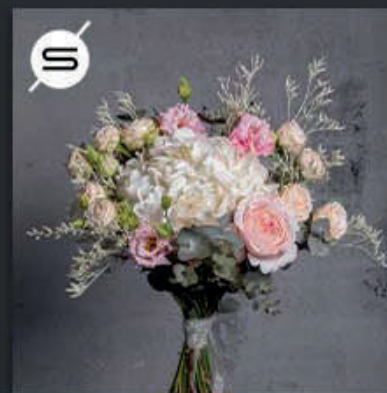
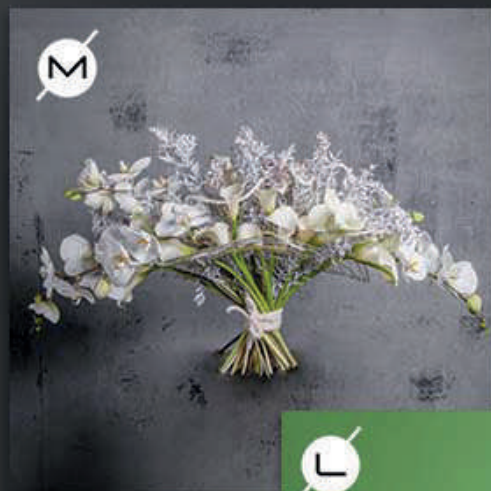
Code Name: WIM



Code Name: WIL

WHITE SMOKE

Code Name: W2M



Code Name: W2S

Code Name: W2L



COCONUT

Code Name: W3M



Code Name: W3L



Code Name: W3S

BLACK GAMMA

It's a classic!

Black has little direct effect on the human subconscious. It does not reflect light, in fact, black is darkness. It is a cool and soothing factor, a mystery, a hidden potential, and a background for mental concentration.

This palette creates a kind of protective barrier, as it absorbs all the energy directed at you, expressing absolute clarity, without nuance.

Black suggests sophistication and uncompromising superiority, being associated with seriousness and in some cases with high status, refinement, exclusivity and luxury.

In Western culture, black is the color of mourning, while in the East it is a symbol of goodness, nobility and experience.

The black palette is extremely diverse and has distinctive associations depending on the shade.

For example, gray has no direct impact on the human psyche, it is neutral, but it can also be oppressive when used in a certain context.

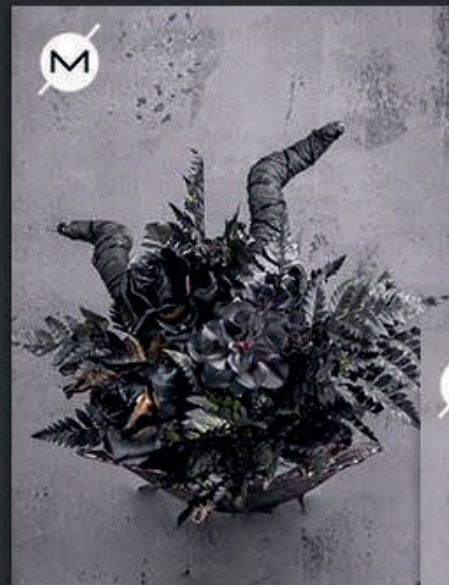
It can be perceived as a lack of color and in some cases cause negative emotions.

A person who prefers the color black is believed to be loving prestige, strong, elegant, mysterious, unemotional, cold-blooded, noble, reserved; it can also be associated with confrontation, despair, silence, negativity, discouragement, anger, rage, hatred and heaviness.

If a person has a penchant for gray, he or she can be described as judicious, cautious, calm, shrewd, independent, productive, unwavering, silent, cold, indifferent, indecisive, sensible, practical, lacking in strength; prone to depression, selfishness, and deceit.

GRAY

Code Name: BLIM



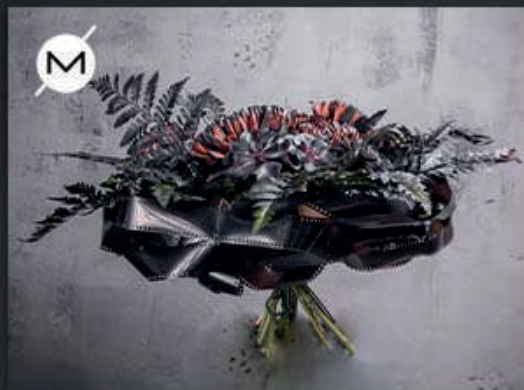
Code Name: BLIL



Code Name: BLIS

PHANTOM BLACK

Code Name: BL2M



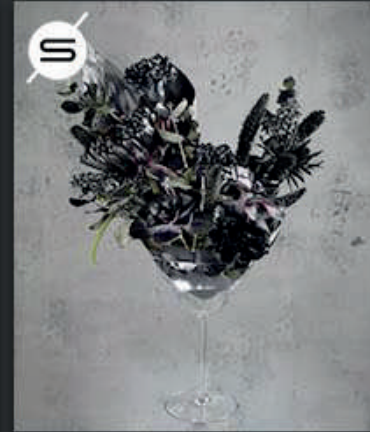
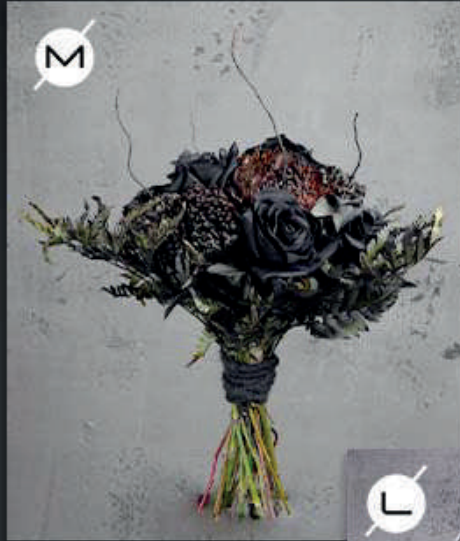
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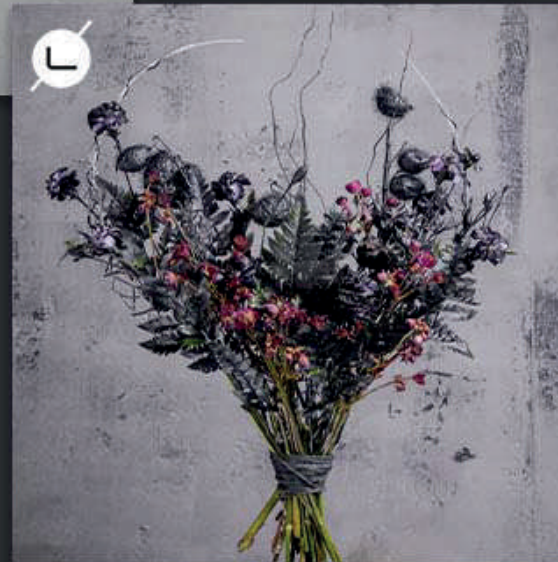


BLACK

Code Name: BL3M



Code Name: BL3S



Code Name: BL3L



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