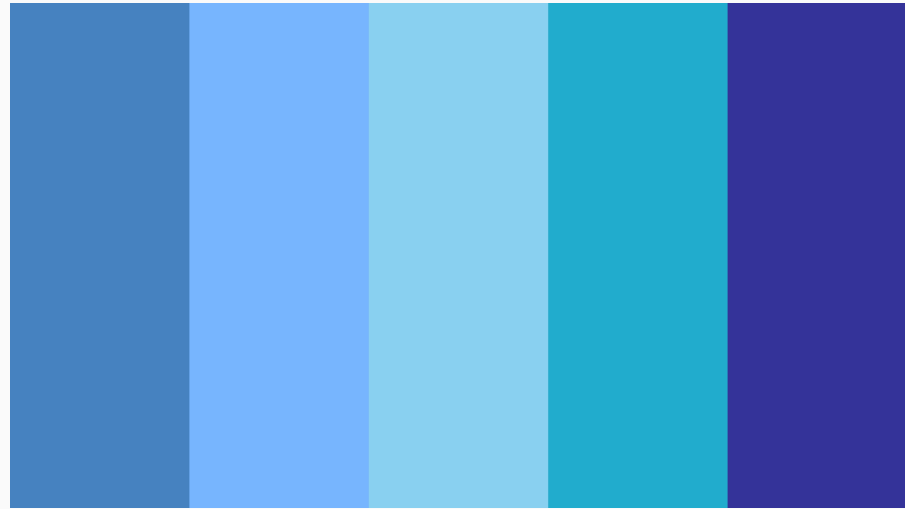


The Color Blue

Ethan Heeter

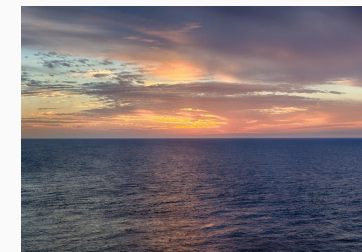


- People have argued about favorite color forever
- There is one color that stands above the others
- Blue is better than the other colors because of the feelings that it invokes, the popularity of the color, and the history of blue.



The Feelings that Blue Invokes

- Blue is associated with feelings like calmness and serenity
- Represents stability and reliability
- People associate colors with things, the sky and ocean are associated with the color
- In the past "ancient people turned to the sky for direction and meaning" (Aveni, 8425)

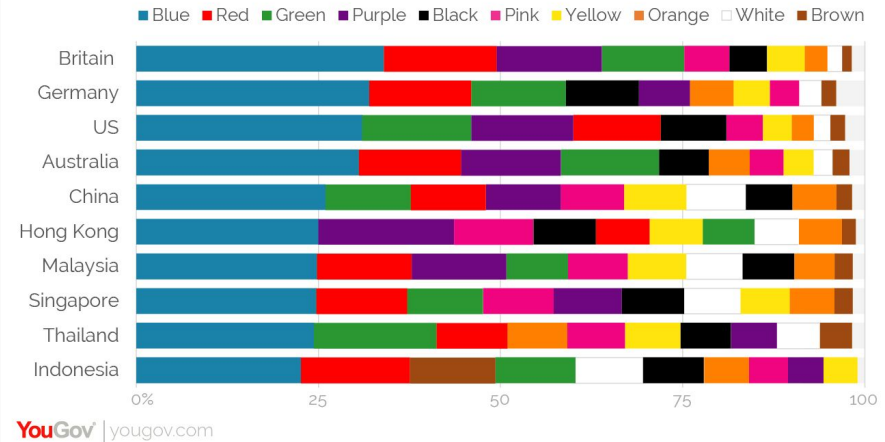


The Popularity of Blue

- Blue is the most popular color in the world
- Psychologists Stephan Palmer and Karen Schloss said “a person’s preference for a given color can be determined by averaging out how much that person likes all of the objects they associate with that color”
- More popular with men than with women

Blue planet

Which one of the colors listed below do you like the most?

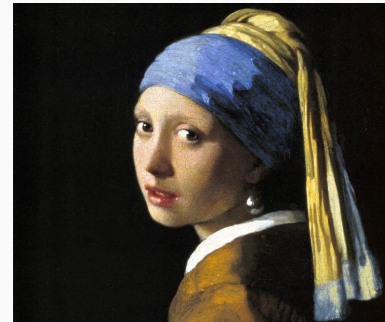


The History of Blue

- First made in egypt
- Later ultramarine was made, and was very expensive
- Indigo, which “makes deep, dark blues practicable”(Greene, 241) made the color more common
- Many countries use blue in their governments

Blue #31444C	Slate #757C88	Sky #6AC3DA	Navy #0A1172
Indigo #281E5D	Cobalt #13388E	Teal #48AAAD	Ocean #016064
Peacock #022D36	Azure #1520A6	Cerulean #0412C2	Lapis #2832C2
Spruce #2C3E4C	Stone #59788E	Aegean #1F456E	Berry #291571
Denim #151E3D	Admiral #051094	Sapphire #52B2BF	Arctic #82EEFD

SHADES OF BLUE COLOR



- Desirable throughout history
- Most popular color by a large margin
- Reminds people of the sky and ocean
- Overall the best color



The End!