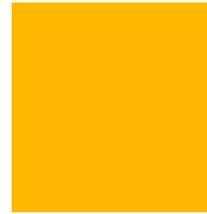


yellow

The colour yellow is the mind colour, a vibrating mental stimulant. It is elevating and inspiring, optimistic and cheerful. It brings a welcoming warmth into cold rooms lacking in sunlight, and is usually considered an advancing colour, which means it comes out towards you.



warm yellow - welcome, cheerful, bright, happy, golden, sunny, autumn

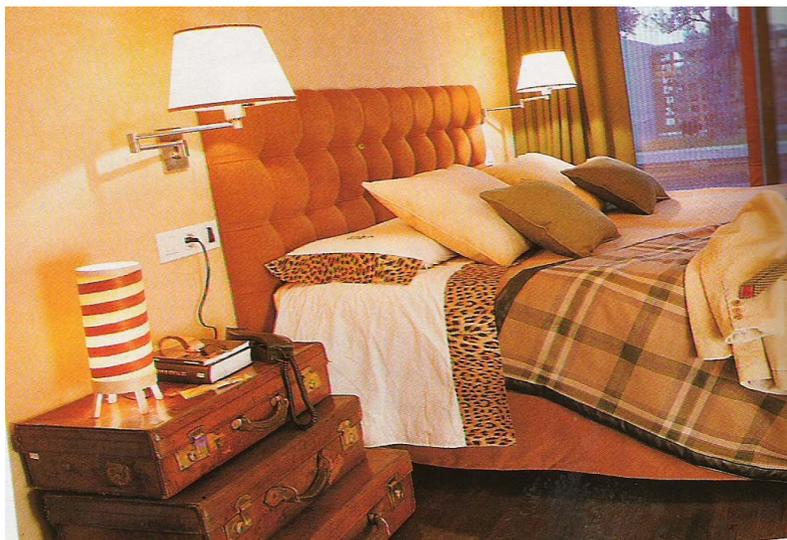
People with a great passion for yellow are usually playful characters with a sense of humour. They love to laugh and make others laugh, and they advocate relaxing and having fun. Their life purpose is to help lighten up life and heal the energy of the planet. They are always on the go, enjoy physically active sports and are also creative and artistic. They do not judge their success in terms of money, but in how much fun they are having and how much freedom and flexibility they have, and by how many people like them and want to be in their company.

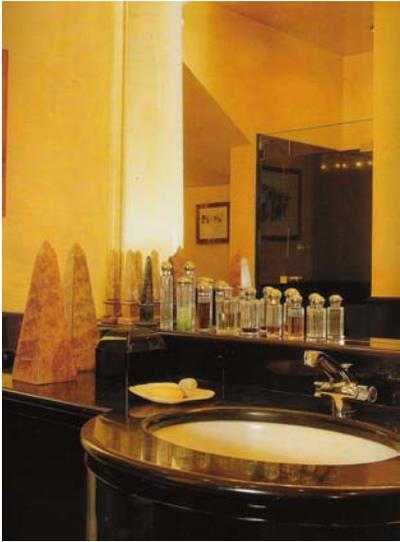
The warm yellows (with a hint of red) work well with dark warm colours such as chestnut or chocolate, and they reflect other colours in their light.

The pale but warm yellow looks inviting in the bedroom and works with neutral biscuit and cream bed linen.

The leopard-skin elements inject a little excitement.

Chestnut leather cases add a warm ambience.





Warm yellow makes an excellent background for black or ebony pieces of furniture, and a yellow that has a little brown, orange and cream added to it is both welcoming and subtle. Yellow also looks great with black and white, such as black and white tiles on the floor with yellow walls.

On warm days of summer the sun dapples the landscape, and farmers make hay and harvest golden corn. Sunflowers move in the breeze and buttercups peep out from the fields. One can almost feel and smell the warmth of such a scene!

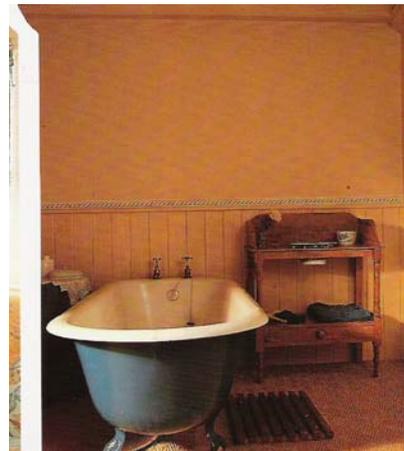
The warmest yellows work nicely with the cool cobalt blues as seen in Mediterranean regions and in the Caribbean where the vivid blue of the sea and sky is enhanced by the warm yellow of the sun and sand.

In this simple bathroom the walls are painted a warm golden yellow and the bath is in a Mediterranean blue.

Yellow and blue are also popular used together in French Provencal themes and provide a rustic charm.

However yellow and blue was overused in New Zealand in the 1980's so you may find some adversity from clients to this colour combination.

Adding green and teal with blue and yellow gives a whole new dimension.

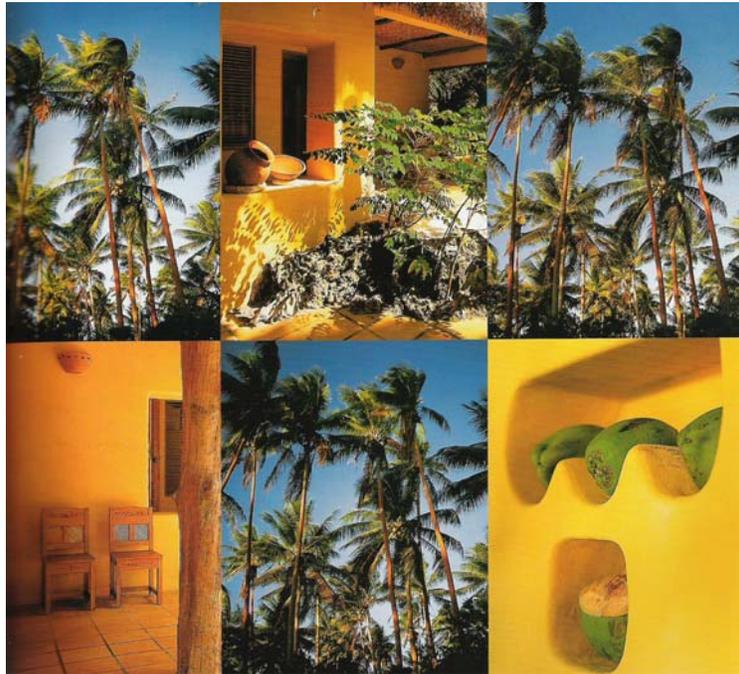


Colour is affected by light, especially yellow, so it is important to view it at different times of the day and also under artificial light conditions. Normally north facing rooms provide a warmer light and more changeable light, whereas south facing rooms generate a cooler light. Intense colours like warm yellow or mustard look best in warm light conditions so keep this in mind when working with these shades.

To see what other colours go with yellow, take a tip from nature, and balance sunflower yellow with cool green. In the Pacific Ocean we see the blue of the sea and green of the palms working well with warm yellow flowers, ochre washed walls, coconut fibre matting, shell paths, white sand beaches and canvas deck-chairs.

You can see by the picture on the next page that warm yellow does work in our environment in New Zealand and the Pacific Islands, just as comfortably as it does in the South of France or Greek Islands.

Below are illustrations from Vatulele Island in Fiji, and the distinct shade of yellow ochre is the result of experimenting with the final shade by adding tandoori food-colouring to the lime wash. Each bure is situated amongst its own group of palm trees providing shade and privacy as well as colour contrast.



Yellow looks good paired with wooden furniture (walnut and waxed pine) or with other earth tones and a polished wooden floor with sisal or seagrass mats.

Of all the connotations and associations of yellow, perhaps the most important by far is that yellow is the colour of the sun, and one cannot help but want to be warmed by it.

Yellow can be a demanding colour but it does depend on the size of the room. A small bathroom or kitchen can look wonderful painted in a bright sunny yellow such as **Resene Supernova** or **Resene Charger**, while a larger room such as a lounge or bedroom may be better in a creamy-yellow, such as **Resene Hathaway** or **Resene Mellow Yellow**, so it is not overpowering.

In China, yellow was traditionally the colour of the emperor, and it carries the suggestion of power, wisdom, tolerance and patience.

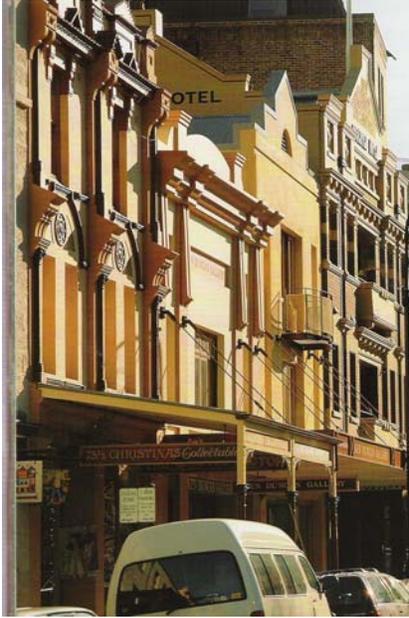
The creamier warm-yellows also work very comfortably with soft grey-greens or grey-based blues and teals. This room is a great example of these colours working together. From the Resene Total Colour System try warm pale yellow such as **Resene Drover** or **Resene Buttermilk** with the Karen Walker **Resene Coastal Blue**, **Resene Robins Egg Blue** or **Resene Windblown Green**.



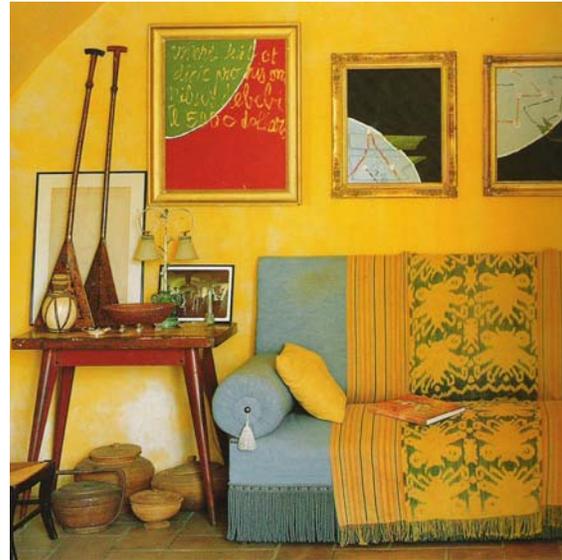
Resene

the paint the professionals use

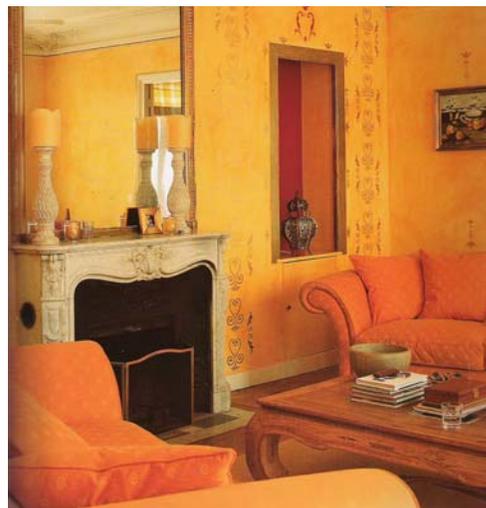
Another modern twist for yellow is combining it with metallic or charcoal grey, especially in a contemporary home or workplace. Try with **Resene Bardot** and **Resene Gravel** for example.



Yellow is not seen so often as an exterior colour for new buildings, but it works well in this street scene in various shades, teamed with grey trims and is softened by the bricks.



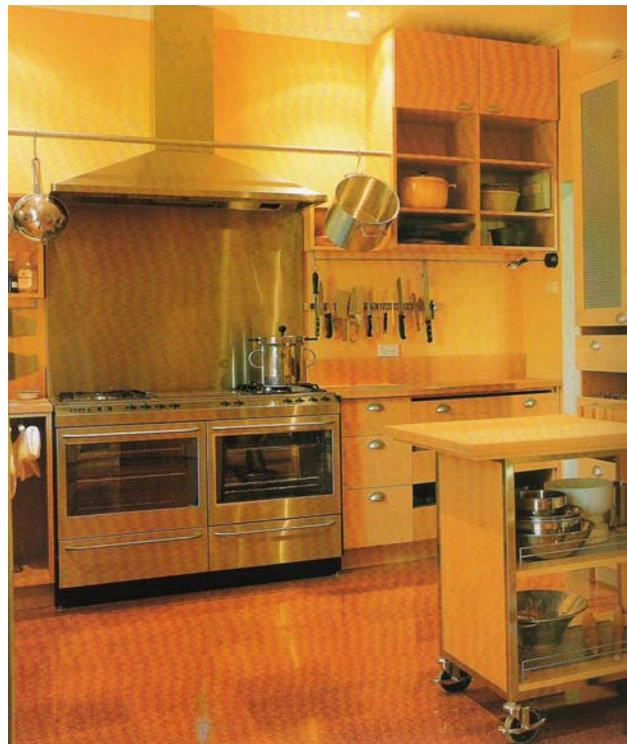
The picture to the right is an excellent example of French Provencal style where the spicy yellow is combined with worn blue, dark red and a touch of green to give the room balance and richness.



This is an example of a related colour scheme using yellow, orange and red together in a room, which again looks warm and inviting. The walls have been washed with yellow and stencilled with dark red, and with the orange sofa an overall golden glow has been achieved.

This is a great art wall painted in all the spicy shades of yellow, orange and red. Paprika, curry, turmeric, saffron, chilli, cumin, cardamom and coriander.

Spicy Resene yellows include **Resene Double Putty**, **Resene Saffron**, **Resene Buddha Gold** and **Resene Geebung**.



Both of these kitchens show how various warm shades of yellow combine well with stainless steel appliances and hardware and light coloured timber. Yellow is a good 'wake-up happy' colour for a kitchen at breakfast time, but can feel very warm if it gets the late afternoon sun at the same time as one is cooking the evening meal. **Resene Chenin** is a lovely buttery yellow for a kitchen/living room.



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yellow - high visibility, advancing, attention, safety

Yellow is used extensively for signage, graphic design, advertising and safety equipment because of its high visibility. As it sharpens the memory it is also useful in a study or classroom, and sometimes students use yellow paper for their handout notes to help them remember their lessons.



yellow - cool, citrus, sharp, new life, lightness, fresh

Cool yellows (usually with a hint of green) harmonise with white, purple, blue and deep crimson, and can sometimes look luminous but never warm. Think of new life in the spring - chickens, daffodils, new leaves. Cool yellows are restrained and elegant, clean and fresh. They cool down a space, especially if used only with white or with cool blues and greens. Always test cool yellows in their intended environment as the light can affect them - in slightly blue daylight, cool yellows have a tendency to look greenish, as they reflect the outside light within their tones.



Yellow is used in colour healing to treat colds (lemon drinks), gallbladder, stomach acidity, to purify blood, stimulate eyes and vision, to cleanse and heal wounds, and to minimise warts and scars. Yellow is also used for constipation and as a diuretic, so for that reason it is not the best colour to use in the corridors/toilets in a kindergarten as the children may not get there in time! In contrast to healing properties, if a person is unwell, they often have a yellowed complexion such as in liver disease (jaundice) or in travel sickness one is 'yellow around the gills'. Another negative association to yellow is cowardice, yellow belly, and it is known to increase irritability and hostility.

But let us get back to the positive attributes of yellow, such as the freshness of primrose yellow, which is seen used on the exterior of some buildings.



When mixed with white, yellow conveys more lightness and energy. It is graceful and elegant when used as a tint of white on the walls of a living room and offers an almost translucent quality when combined with sheer fabrics, elegant glass tables, opulent lighting and fine textile upholstery.

It stimulates communication, intellect and attention to detail. When combined with its complement, violet, it vibrates energy and movement. Because of this quality of motion, it is orientated towards sports equipment in advertising, and is used to direct ones eye to a particular object in art or interior design, such as a gold frame around a picture or mirror. Yellow is great for spaces where intellectual clarity and detailing is required, such as a home office or study.

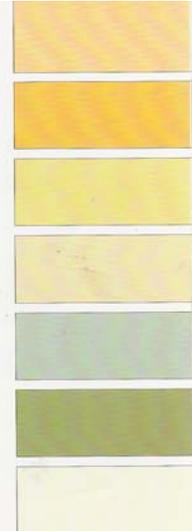


When applied in interior design, yellow can be used to move people through a space or direct them to a particular architectural feature, for example it could be used in a hallway in a villa to direct visitors from the front door, past the bedrooms and through to the living/entertaining areas at the rear of the house.



In this office the walls are in a pale lemon, combined with cool greyed greens and blues.

It is quite a subtle theme, relaxing but with the yellow it should also stimulate the mind to achieve the office tasks at hand.

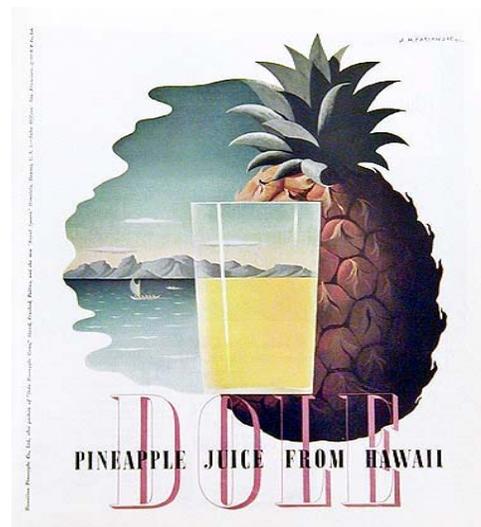


Cool yellows from the Resene range include **Resene Somerset**, **Resene Tiger Lily**, **Resene Milan** and **Resene Manz**. As in the above pictures, they work nicely with the greyed blues and greens for a cool look, or can be warmed up with the addition of orange.

It is interesting how people describe a colour, for example working with yellow -

'Pineapple Yellow' to some people could be the pale colour of tinned juice or fruit, or it could be the colour of sun-ripened fresh fruit eaten in the Pacific Islands or Queensland on holiday. And for some 'Banana Yellow' may be the colour of the skin of ripe fruit, or for others it could be pale like the colour of a banana milkshake. It comes down to personal interpretation and it is very important to ensure that you and your clients are thinking along exactly the same lines when describing a colour.

The same occurs when looking at the Multi-Finish Range Colour Charts, some of the Yellow Greens look yellow such as **Resene Jonquil** and some of the Bright Yellows move into the orange palette.





We have early associations with yellow, with most children wearing lemon or yellow clothes at some stage, or sleeping in nurseries or bedrooms decorated with yellow.

Before technology enabled people to know the gender of their baby before it was born, many used lemon as it was considered neutral and suitable for boys or girls.



And as we have grown up we still have 'yellow toys' in the way of various equipment for sports and outdoor adventures. Take a look around your home and see how many yellow objects there are. From torches to toothbrushes, garden tools to kitchen utensils, camping and boating equipment, PVC clothing or boots, beachwear and bottles of sun-cream. And every household will have the Yellow Pages!



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