

# Stratagame Project

## Colors in communication



Colors trigger in new emotional states, whether we are attentive and aware of this aspect or not.

Each color can be associated with a specific emotional state, an association that is facilitated by the country in which we were born, traditions and culture. Colors carry in them the deepest signs of each people, which is why it is necessary to know them when we collaborate with people from countries and cultures different from ours.

This is why at official and work meetings we consider the way we use colors in our clothing. Also, in a graphic presentations, we will take into account what we want to emphasize through our presentation, the message we want to convey.

The color white can bring with it the meaning of purity for people in Europe, but for those from Asia is the symbol of mourning. The strong colors, red for example also has different meanings, from the expression of joy and abundance to the Chinese, to the Japanese it represents the color of war. Red is also the expression of love in some areas, but it is also the expression of primary impulses in other spiritual cultures.

For this reason, neutral colors are indicated at work meetings, these can be less interpreted and thus we avoid creating discordances between participants.

For more details on colors you can visit the [STRATAGAME website](#)

