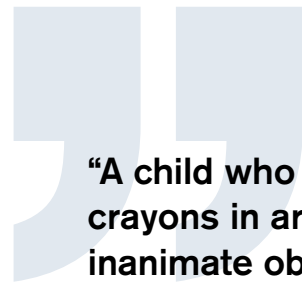


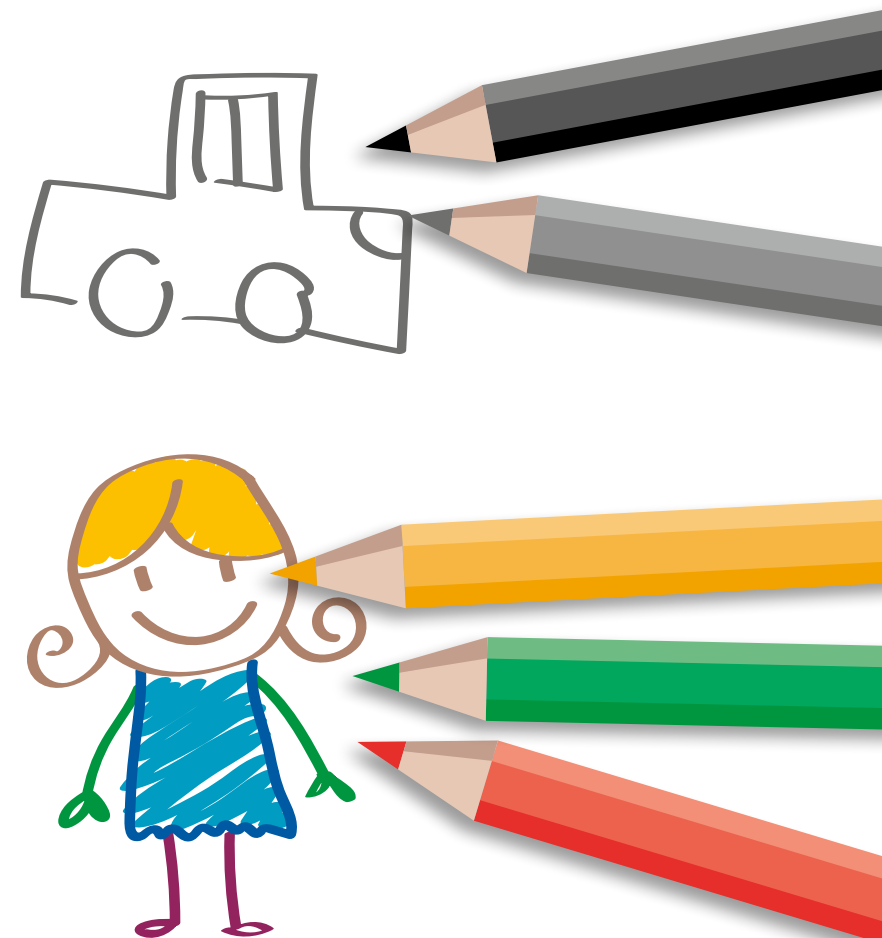
# The impact of colours in educational environments.

## Four fascinating facts



**“A child who is given black or grey crayons in art class prefers to draw inanimate objects such as houses or cars. If, on the other hand, the same child is given coloured crayons, he or she is very likely to draw people or animals.”<sup>1</sup>**

Dr. Willard R. Daggett,  
“Colour in an Optimum Learning Environment”



# 1 Colours affect learning

**Bright, vivid colours promote concentration, communication and creativity.**

**Yellow, orange, red and green have a particularly positive effect on human learning behaviour. People who get anxious about tests should learn on a green field to achieve quick success.<sup>2</sup>**

**Red** stimulates mentally and physically, and encourages physical activity. But it can also increase aggression potential and noise levels in classrooms.

**Brown** and beige tones radiate cosiness, they reduce stress and appease.

**Orange** promotes creativity and social behaviour and supports a relaxed atmosphere for socialising.

**Yellow** has a stimulating effect, promotes new ideas and helps to cope with intellectual tasks. It promotes eagerness to learn, concentration and memory.

**Green** boosts concentration and creativity. Green promotes regeneration and spirit of discovery.

**Blue** creates clarity and lightness, inspires the imagination. Blue has a balancing, relaxing, calming effect.

**Grey** looks neutral and can be combined with other colours.

**Sky blue** inspires imagination and creativity, relieves nervousness and stress and has a balancing effect on overactive children.



As in many areas of life, colours also provide orientation in educational institutions. Colour vision is used to distinguish shapes from one another. Contrasts play a major role here.

The high-contrast design of publicly accessible buildings is regulated by law in many countries to help visually impaired people find their way around.<sup>3</sup>

**Colour contrast**



**Luminance contrast**



Colours play an important role in orientation, especially in inclusive learning environments with visually impaired learners. Their contrasts are highly important.

The higher the luminance difference between two adjacent surfaces, the better the detectability.

High-contrast staircase solutions also help visually impaired people find their way around. This approach typically features stripes within the staircase or edges in contrasting colours, even with luminous strips.

# 2 Colours provide orientation




# 3

## Colours mean fun

Coloured floor coverings provide positive contrasts to the grey everyday life.

They are fun and encourage imagination. Inlays can be used to further increase this sense of fun. Examples from daycare centres show how inspiring coloured floor inlays are.<sup>4</sup>



A coloured line encourages children to “balance” as if on a balance beam.

Colourful dots become bouncing points.

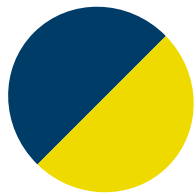
Renowned schools and universities are not only prestigious institutions, but often also world-famous mega-brands.

The colours chosen are often representative of the values of these institutions, such as passion (red), growth (green), authority (purple) or knowledge (blue). The colours of these brands can be used in interiors to support branding.<sup>5</sup>

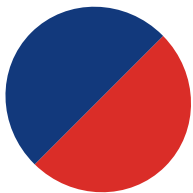
# 4 Colours support branding



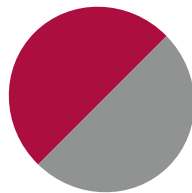
## Colour codes of world famous universities



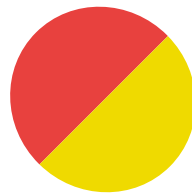
Yale University,  
USA



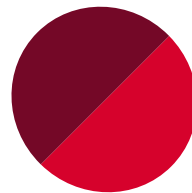
Sorbonne  
Université,  
France



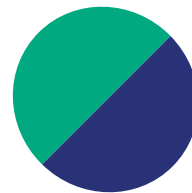
Mass. Institute  
of Technology,  
USA



University of  
Cambridge,  
Great Britain



University  
Heidelberg,  
Germany



University  
Kyoto,  
Japan

## NCS

### Consistent branding with the Natural Colour System®

A consistent brand image requires the correct reproduction of brand logos and colours. The NCS – Natural Colour System® is a scientifically based colour system that enables precise, cross-industry colour communication. The system is a global standard for colour definition, quality assurance and communication. Be sure to label and specify colours according to NCS when implementing colours on various materials and surfaces.

## Conclusion

Colours in educational environments play several important roles. They can support teachers and students in their daily challenges and influence motivation and capabilities in a subtle way. In inclusive education institutes, they improve orientation and safety for the handicapped, supporting a more equitable learning experience.

Institutes that act as international brands can take their branding inside their rooms and convey a feeling of consistency and value.



## nora by Interface

nora systems is a global market leader for rubber floor coverings. With their expertise in education facilities, the German-based manufacturer produces flooring solutions with special capabilities. These floors help everyone to benefit from a better atmosphere and subtle support.

nora systems offers a wide range of colours and patterns, as well as the possibility to enhance building orientation by using inlays.

[www.nora.com](http://www.nora.com)

<sup>1</sup> Source: "Colour in an Optimum Learning Environment", Dr. Willard R. Daggett, President of the "International Center for Leadership in Education", and team, 2008

<sup>2</sup> [www.farbenundleben.de/wohnen/wohnen\\_einzelfarben.htm](http://www.farbenundleben.de/wohnen/wohnen_einzelfarben.htm)  
[www.farbenundleben.de/ratgeber/lernverhalten\\_mit\\_farben\\_beeinflussen.htm](http://www.farbenundleben.de/ratgeber/lernverhalten_mit_farben_beeinflussen.htm)  
[www.alpina-farben.de/blog/wie-farbwirkung-die-lernfaehigkeit-von-kindern-beeinflusst/](http://www.alpina-farben.de/blog/wie-farbwirkung-die-lernfaehigkeit-von-kindern-beeinflusst/)

<sup>3</sup> [www.dbsv.org/files/aktuelles/kampagnen-themen/sehbehindertentag/2016/DBSV-Broschuere-Kontrastreiche-Gestaltung-2016-barrierefrei.pdf](http://www.dbsv.org/files/aktuelles/kampagnen-themen/sehbehindertentag/2016/DBSV-Broschuere-Kontrastreiche-Gestaltung-2016-barrierefrei.pdf)  
[www.dguv.de/medien/barrierefrei/anforderungen/bau\\_gestaltung/gestaltung/visuell/kapitel2-1.pdf](http://www.dguv.de/medien/barrierefrei/anforderungen/bau_gestaltung/gestaltung/visuell/kapitel2-1.pdf)  
[www.sueddeutsche.de/wissen/farbpsychologie-vorteil-fuer-rot-1.150353-0](http://www.sueddeutsche.de/wissen/farbpsychologie-vorteil-fuer-rot-1.150353-0)

<sup>4</sup> [www.nora.com/global/en/market-segments/usp-flooring/inlays](http://www.nora.com/global/en/market-segments/usp-flooring/inlays)

<sup>5</sup> [www.blog.prezi.com/choose-the-best-colors-for-presentations/](http://www.blog.prezi.com/choose-the-best-colors-for-presentations/)