

love and joy



Bella gym

in my promotional poster i have chosen red and purple. Colour science called chromatics is the perception of colour by human eye and brain.

Red is colour of extremes, colour of passionate love and adventure. Our ancestors saw red as the colour of fire and blood-energy and life forces. Red captures attention. Red raises blood pressure and heart rate. Applying to the gym when we exercise body temperature increases and carries the blood towards the skin's surface, causing to sweat. Red is powerful, encouraging fitness enthusiasts. In my Questionnaire majority customers are women. Red represents physical energy, passion, increased enthusiasm, and increased confidence. Red is hot, strong, stimulating color that represents excitement and energy. Red represents power and courage. Women love red, The color red like women themselves is powerful, sensual, is bold and beautiful

.Violet color is the color of light associated often with luxury. At the beginning of the 20th century violet is one of the women suffrage, seeking the right to vote, represents liberty and dignity. Violet is the color of imagination and spirituality, it stimulates the imagination and inspires high ideals. Violet contains the energy and strength of red color. It combines body and mind creates a balance between our physical and mental energy. Violet represent the future, imagination, dreams. It increases organic resistance.

In my Questionnaire most of customers are coming to the gym for a healthy life style. Violet balances digestion, it increase organic resistance.