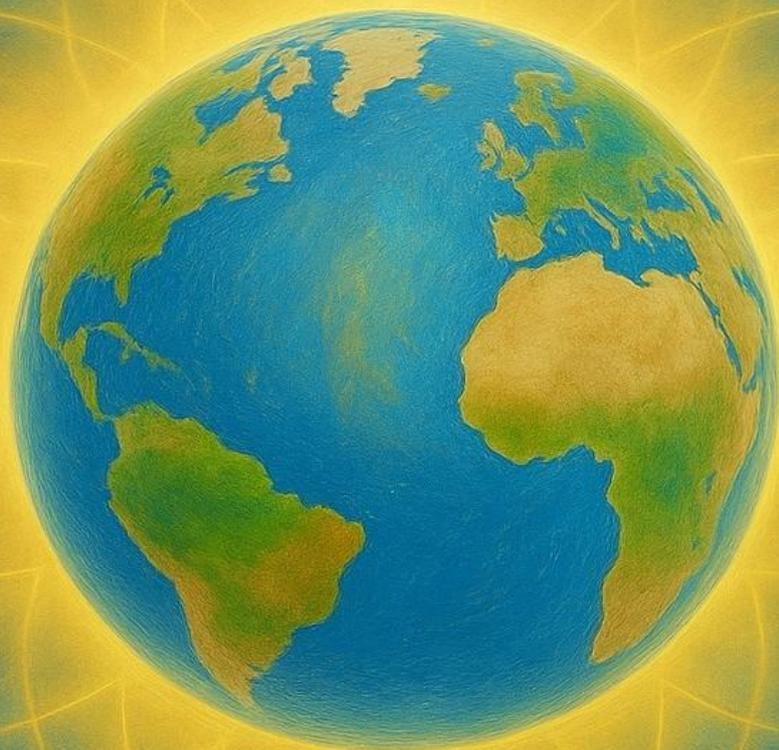


THE WORLD PLATFORM



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The Secret Life of Colors (and their Frequency)

Colors: More than Pretty

We already respond to color all day long, even when we don't notice it. A bright screen keeps us awake at night, warm light makes the evening feel calmer, some rooms help us focus, while others make us restless before we understand why and clothing can subtly change how we behave and how others react to us.

These reactions are not only preference or atmosphere. **Color is light** and light is **physical information** our nervous system constantly interprets to regulate alertness, attention, emotion and behavior. Different wavelengths **influence biological processes** in our body, while learned associations shape how we respond mentally. This is why color is used in workplaces, hospitals, safety systems and design — it reliably changes how people act and feel.

Let's look at:

- 👁️ What color is from a **scientific** perspective
- 👁️ How to apply color deliberately in our home, clothing and daily routines to change our **personal** and **environmental** frequency
- 👁️ The traditional **chakra** color model

The Physics

Color exists because of **visible light**. Light travels through space as **repeating pulses of energy**, similar to ripples moving across water. These pulses have measurable spacing (**wavelength**) and speed (**frequency**). Color is how our brain interprets different portions of that energy. When light hits an object, some wavelengths are absorbed while others are reflected. The reflected wavelengths enter our eyes and are translated into what we experience as 'color'.

At the back of our eyes a thin layer of light-sensitive tissue - called the retina - works like a biological sensor that converts light into signals the brain can understand. When light enters the eye, it is focused onto the retina. There, specialized cells detect the light and translate it into electrical impulses that travel through the nerve connecting the eye to the brain. Only then do we actually 'see'.

Inside the retina are **2 main types** of cells:

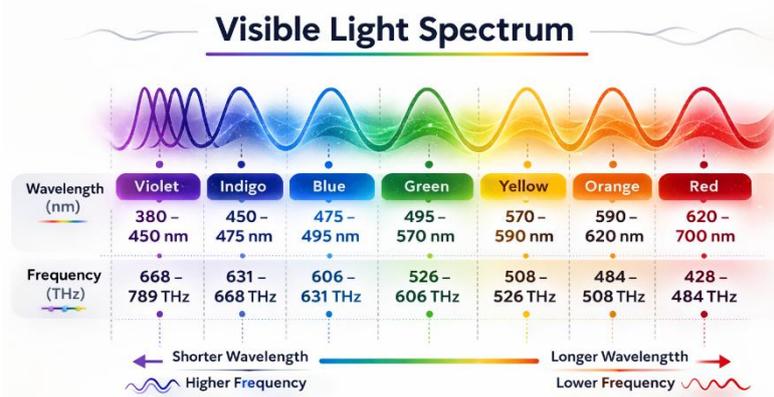
- 👁️ **Rods** — sensitive to brightness and low light
- 👁️ **Cones** — responsible for color vision

We have about 6 million cone cells, divided into 3 groups, sensitive to long (red), medium (green) and short (blue) wavelengths. By combining signals from these 3, the brain builds the full spectrum of colors we see.

Colors and vibration

Not all colors carry the same amount of energy.

Light behaves like a wave and is a very small vibration within the energetic spectrum. Different vibration speeds produce different wavelengths and those wavelengths are perceived as different colors. We cannot feel light vibrations directly because they are extremely small. Color therefore influences us through vision rather than touch or hearing.



As shown in the spectrum above, each color corresponds to a specific wavelength. Shorter wavelengths have higher frequency and therefore higher energy, while longer wavelengths have lower frequency and therefore lower energy.

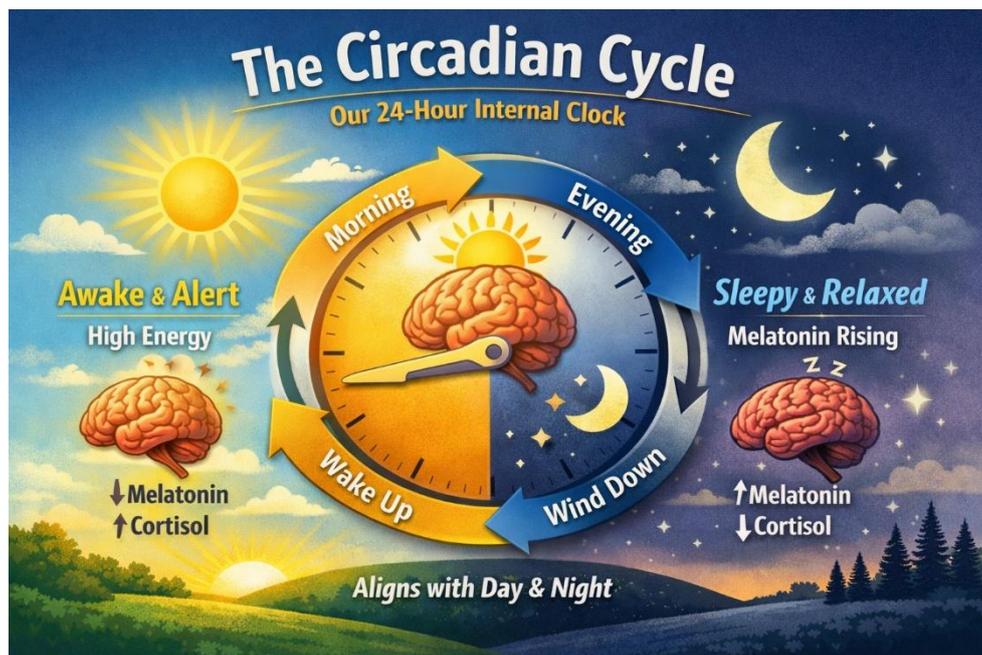
This means:

- Violet and indigo → shortest wavelengths → highest energy
- Green → middle range
- Red and orange → longest wavelengths → lowest energy

Although red often feels 'strong', it contains less energy than violet and indigo light. In the time one red wavelength passes, multiple violet/indigo wavelengths occur.

The Biology

Color does not only create an image. It also helps regulate our bodily state. When light reaches the retina, signals are sent to our brain areas responsible for **hormonal balance and daily rhythms**. This pathway influences our body's internal 24-hour timing system, known as our Circadian Cycle. It regulates when we feel awake or sleepy, when hormones are released and how alert or relaxed we feel throughout the day.



Light and color set the clock. When our eyes detect bright, blue-rich light, the brain promotes alertness and mental readiness and reduces the sleep hormone melatonin. As light becomes warmer and dimmer, melatonin rises and our body is encouraged to wind down.

The Psychology

Color influences us not only through biology, but also through learned associations. Over time we connect certain colors with specific situations and the brain begins to react automatically. These associations shape attention, decision making, mood, and even how we perceive other people. For example, red tends to signal urgency or importance, blue is often linked with reliability and trust and yellow naturally draws attention and increases alertness.

Because of this, color guides behavior through meaning and experience.

In Everyday Life

Color is used in many environments because it reliably affects how we function. It can shape mental performance. Certain tones support focused, detail-oriented tasks, while others encourage broader, more creative thinking. It also changes how we experience time and energy: warmer environments feel more stimulating, whereas cooler environments tend to feel calmer and slower.

We also rely on color for guidance and safety. Stop signs, fire alarms and traffic signals (red), roadwork warnings and temporary hazard notices (orange) and visual alerts, like permanent hazard signs, slippery floor warnings and construction zones (yellow) use specific colors because our brain responds to them quickly and automatically. In

contrast, natural color palettes such as greens and earth tones help the nervous system recover from stress and mental fatigue.

In social situations, color acts as a signal. Some shades communicate authority and seriousness, while lighter or softer tones make a person appear more approachable.

- **Red:** enhances attention and urgency, importance and warning, boosts reactions, raises arousal, activity and competitiveness - energetic, passionate, determined
- **Orange:** associated with social energy, feels inviting and encourages interaction - friendly, optimistic, creative
- **Yellow:** quickly captures attention, feels energizing in small amounts - happy, playful, charismatic
- **Green:** is linked to balance and visual comfort, is calming and restorative - nurturing, loving, compassionate
- **Blue:** promotes calm focus and trust, is associated with stability and reliability - peaceful, supportive, perceptive
- **Violet/Purple (Indigo):** perceived as reflective or introspective, associated with imagination, contemplation and depth - intuitive, wise, artistic
- **White:** feels clean and clear and increases neutrality
- **Black:** signals seriousness and authority, can feel protective and strong

In our home, different spaces benefit from different levels of stimulation. Bedrooms work best with softer, low-stimulation tones like soft greens and blues that support relaxation and

serenity. Yellow accents in the kitchen can enhance joy and warmth while cooking. Workspaces benefit from colors that encourage focus and mental clarity, while living areas feel more comfortable with warmer tones that promote social interaction. In many cases, the temperature of the lighting — warm or cool — influences the atmosphere even more strongly than the wall color itself.

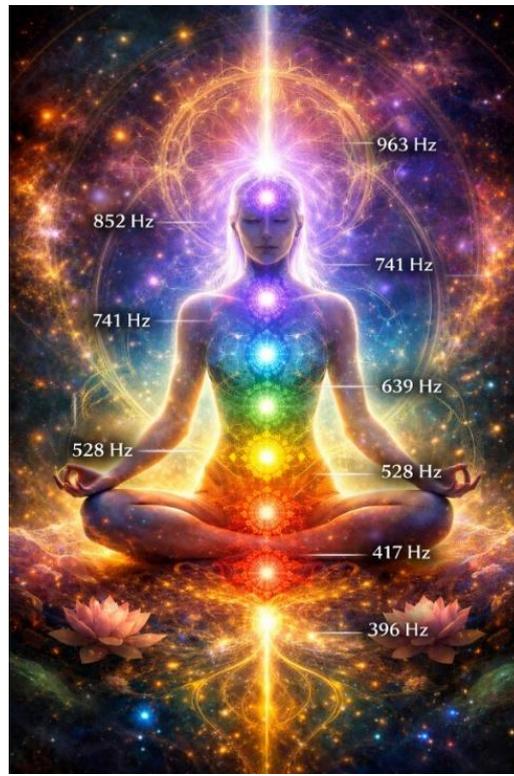
Clothing also communicates before words do. Dressing in colors that align with our intentions for the day can influence mood and energy. We can opt for red when we need a boost or shades of blue for a more trusting and reliable effect. Darker or more structured colors can signal authority, lighter tones often increase approachability and balanced, harmonious combinations tend to combine confidence and calm presence.

A simple rule helps to guide practical use: **choose colors that support what you want to create and the state you want to move toward.**

Beyond the Physical: The Chakra Model

When it comes to colors and energy, each individual person is said to emit a certain colored energy or 'aura'. Although there is no scientific evidence for this theory, it is commonly believed that a person's aura color reflects their personality and well-being.

Here is an example of what a person's color energy could represent:



🌀 **Red** — 396 Hz

Red vibrates at a low, dense, grounded frequency. It's associated with vitality, physical security and survival instinct. Using this color can help us connect to the Earth, energize our body and reinforce our inner stability.

🌀 **Orange** — 417 Hz

Orange vibrates at a slightly higher frequency than red. This color stimulates interaction, creativity, emotions like joie de vivre and pleasure (sexuality). It's ideal for promoting personal fulfillment, unblocking repressed emotions or supporting creative projects.

🌀 **Yellow** — 528 Hz

Yellow, with its bright, cheerful vibration, is the color of mental clarity and confidence. It enhances personal

power, action and courage, promoting balanced decision-making and inner radiance.

🌀 **Green** — 639 Hz

A symbol of harmony and balance, green is the color of nature and universal love. Its gentle soothing, regulating vibration encourages emotional compassion, healing, empathy and the development of balanced relationships.

🌀 **Blue** — 741 Hz

Blue, with its high clarity vibration, promotes inner peace and truth. Associated with expression and communication, it can be used to balance difficult conversations or calm a restless mind.

🌀 **Indigo/Violet** — 852 Hz/963 Hz

With a higher frequency, indigo/violet is the color of perception, reflection, insight, intuition and spiritual enlightenment. It helps open the mind to new ideas, develop psychic faculties and connect to deep inner wisdom.

When the energy in these chakras is blocked, it is said to lead to various physical and emotional symptoms. Understanding and balancing these chakras is often a focus in practices like yoga and meditation.

While this type of color energy is very different than scientific color energy, it is still a concept that many people find fascinating. Color psychology and symbolism often provide a lot of useful insight, so viewing people as colored energies can be beneficial for certain people to reflect on themselves and their development.

Chart of Emotional Frequency

	Energetic Vibration	Level	State	
Strong	700-1,000 HZ	Enlightenment	Ineffable	Creative
	600 HZ	Peace	Bliss	
	540 HZ	Joy	Serenity	
	500 HZ	Love	Reverence	
	400 HZ	Reason	Understanding	
	350 HZ	Acceptance	Forgiveness	
	310 HZ	Willingness	Optimism	
	250 HZ	Neutrality	Trust	
Weak	200 HZ	Courage	Affirmation	Destructive
	175 HZ	Pride	Scorn	
	150 HZ	Anger	Hate	
	125 HZ	Desire	Craving	
	100 HZ	Fear	Anxiety	
	75 HZ	Grief	Regret	
	50 HZ	Apathy	Despair	
	30 HZ	Guilt	Blame	
	20-50 HZ	Shame	Humiliation	

Emotionally ← → Empowered

Key Takeaway

Color influences our inner state biologically and symbolically. By choosing it consciously, it becomes a tool for regulating our 'personal vibrating frequency' as we shape our awareness, restore balance and support personal development.



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This material is based on publicly available research and presented in an original framework developed by **The World Platform**.