**Why is Color Psychology Useful for Photography Background Selection?**

Color is an integral part of any photographer’s work; it’s the first thing many viewers notice and it has great influence over the theme or mood of an image. Every color family has distinct meanings and emits different emotion. It is important to understand how each color family produces different emotions from your audience, in order to effectively use BD Background Paper to achieve your overall style goal for your photography. Here is a breakdown of what each color family can mean, and which seamless background colors make great choices for conveying those messages:

**Red**

The color red is associated with strong emotions like passion, power and confidence. Use seamless colors like Flametone or Red to emulate these vibrant feelings.

**Orange**

Orange symbolizes energy, optimism and warmth. Tangerine Seamless Paper will be able to help achieve any of these moods in your images.

**Yellow**

The color yellow is associated with sunshine and is believed to evoke feelings of joy, enthusiasm, positivity and spontaneity. BD seamless paper can create these feelings with colors like Daf-Fo-Dil, Light Yellow, Straw and Marigold.

**Green**

Green is multifaceted; it can represent new beginnings, growth and harmony, but it can also emulate good luck, masculinity or even envy. See what feelings you can emit with seamless colors like Foto Green, Jade, Spring Green and Veri Green paired with the right model wardrobe, posing and props.

**Blue**

Blue is a peaceful color. It creates feelings of tranquility, serenity, intelligence and trust. For more peaceful or laidback portraits try out one of our many blue seamless colors: Alaska Blue, Aqua, Blue Heaven, Cortez Blue, Deep Blue, Foto Blue, Misti Blue, Regal Blue and Regatta Blue.

**Purple**

The color purple is mystical and can represent fantasy, spirituality and royalty. BD colors like Violet, Purple and Boysenberry are the perfect seamless paper colors to explore all things mystical.

**Pink**

Pink is the softer side of red, and it is associated with sensitivity, femininity, admiration and tenderness. Try out Passion Pink, Pastel Pink, Ruby, and Ruby to communicate any of these sentiments.

Now that you understand the basic symbolisms of each color, you can utilize any one of the 50 color choices of BD Seamless Background Paper to tell your story through beautiful imagery!