

Colour

When deciding on the styling for your event, it's important to consider the role that colours play in creating atmosphere. The colours you choose, be it for your decor or your lighting, say a lot about your event message, brand, and theme. Colours can leave your guests with an even deeper appreciation of your event.

Colours can stimulate many different reactions in people, so it's a good idea to plan ahead, incorporate a bit of thought into your visual element choices and ensure that your colours suit the event type.

You can use certain colours to create atmosphere by:

Using warm, light colours

Warm and light colours such as red, yellow, orange or a combination thereof, can help create a relaxing vibe as they remind people of warm weather and positivity. These colour combinations are great for when you want to encourage interaction and communication between people.

Using cooler colours

Cool colours such as blue, green and purple can make people feel calmer and are somewhat soothing. These colour combinations are used for a lot of awards or gala dinners and tend to give a professional but harmonious vibe.

Using dark colours

Dark colours such as black or navy can create a sophisticated feel at your event, and might help to entice guests to dance. Darker colours are often used for black tie events and can go well with splashes of colour or white, to give some contrast.

Using bright colours

Bright colours include a mixture of warm and cool colours in vibrant tones such as neon. You can use bright colours in your lighting displays to showcase exciting elements, which will easily evoke a fun, party mood from your guests.

