

SIGNIFICANCE OF COLOUR IN PROFESSIONAL UNIFORMS

WITH REFERENCE TO AIR LINES

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ABSTRACT

Colours are visually stimulating and are a very powerful communication tool, especially in the context of the workplace. Distinctive colours are used for uniforms in various professions like military, airlines, tourism, police, industrial sector etc. This paper tried to analyse the use of colours for uniforms of different airlines and their significance. Each colour symbolises a particular meaning in the minds of people, so that one can relate quickly to that, particular profession, for ex: white for nurses, blue for navy officers, and khaki for police and military. Uniforms in the work place would speak silently about the duties that will be performed by the employees, for eg: black coat for lawyers, white coat for doctors, moss green for armed forces and khaki for police.

KEYWORDS: Colour, Effects, Uniform, Airlines & Brand Image