

COLORS BRING

Emotion



BLUE

+ TRANQUILITY,
SECURITY,
INTEGRITY, PEACE,
LOYALTY, TRUST,
INTELLIGENCE

- COLDNESS, FEAR,
MASCULINITY



TURQUOISE

SPIRITUAL,
HEALING,
PROTECTION,
SOPHISTICATED

ENVY, FEMININITY



GREEN

FRESHNESS,
ENVIRONMENT,
NEW, MONEY,
FERTILITY, HEALING,
EARTH

ENVY, JEALOUSY,
GUILT



YELLOW

BRIGHT, SUNNY,
ENERGETIC, WARM,
HAPPY, PERKY, JOY,
INTELLECT

IRRESPONSIBLE,
UNSTABLE



PURPLE

+ ROYALTY, NOBILITY,
SPIRITUALITY,
LUXURY, AMBITION,
WEALTH

- MYSTERY,
MOODINESS



PINK

HEALTHY, HAPPY,
FEMININE, SWEET,
COMPASSION,
PLAYFUL

WEAK, FEMININITY,
IMMATURITY



RED

LOVE, PASSION,
ENERGY, POWER,
STRENGTH, HEAT,
DESIRE

ANGER, DANGER,
WARNING



ORANGE

COURAGE,
CONFIDENCE,
FRIENDLINESS,
SUCCESS

IGNORANCE,
SLUGGISHNESS



BROWN

+ FRIENDLY, EARTH,
OUTDOORS,
LONGEVITY,
CONSERVATIVE

- DOGMATIC,
CONSERVATIVE



TAN

DEPENDABLE,
FLEXIBLE, CRISP,
CONSERVATIVE

DULL, BORING,
CONSERVATIVE



GOLD

WEALTH, WISDOM,
PROSPERITY,
VALUABLE,
TRADITIONAL

EGOTISTICAL,
SELF-RIGHTEOUS



SILVER

GLAMOROUS,
HIGH TECH,
GRACEFUL, SLEEK

INDECISIVE, DULL,
NON-COMMITTAL



WHITE

+ GOODNESS,
INNOCENCE,
PURITY, FRESH,
EASY, CLEAN

- ISOLATION, PRISTINE,
EMPTINESS,



GRAY

SECURITY,
RELIABILITY,
INTELLIGENCE,
SOLID

GLOOMY, SAD,
CONSERVATIVE



BLACK

PROTECTION,
ELEGANCE,
DRAMATIC, CLASSY,
FORMALITY

DEATH, EVIL,
MYSTERY