

# COLORS: MEANING AND PSYCHOLOGY



**RED** is often associated with energy, passion, power, strength, and excitement. It can also symbolize love, urgency, and importance.



**ORANGE** symbolizes enthusiasm, creativity, warmth, and vitality. It can evoke feelings of friendliness, youthfulness, and adventure. Commands attention without being overpowering.



**YELLOW** is associated with happiness, optimism, warmth, and joy. It can also represent intelligence, energy, and positivity. Good for point-of-sale messages and calls to action.



**GREEN** represents nature, growth, freshness, and harmony. It can symbolize health, balance, tranquility, and wealth. It's also commonly used to convey sustainability and environmental consciousness.



**TURQUOISE** is a color often associated with calmness, serenity, and emotional balance. It can evoke feelings of clarity, relaxation, and open communication.



**BLUE** is associated with trust, loyalty, stability, and peace. It can represent professionalism, reliability, and authority. Lighter shades of blue can evoke feelings of calmness and serenity, while darker shades can convey strength and security.



**PURPLE** is often associated with luxury, creativity, wisdom, and spirituality. It can evoke a sense of mystery, elegance, and individuality. Purple is also linked to imagination and is sometimes used to represent royalty.



**PINK** is associated with femininity, tenderness, sweetness, and playfulness. It can convey feelings of love, nurturing, and romance. Pink is commonly used in industries related to beauty, fashion, and healthcare. Dusty pink can be sentimental, while a vibrant pink symbolizes a youthful energy.



**BROWN** represents earthiness, stability, reliability, and comfort. It can evoke a sense of warmth, dependability, longevity, and simplicity. Is also friendly and conservative. Brown is often used to represent natural and organic products.



**TAN** is a light brown color that represents neutrality, calmness, and subtlety. It can convey a sense of understated elegance and sophistication.



**WHITE** is often associated with purity, cleanliness, simplicity, and innocence. It can represent clarity, perfection, and a sense of new beginnings. White is commonly used in industries such as healthcare and technology.



**GRAY** is often associated with neutrality, balance, and practicality. It can convey a sense of sophistication, elegance, and professionalism. Gray is often used as a neutral background color to complement other colors in branding. It can also symbolize stability and timelessness.



**BLACK** represents power, sophistication, elegance, and formality. It can evoke a sense of authority, strength, and mystery. Black is often used to convey luxury and is commonly seen in high-end branding.



**GOLD** symbolizes luxury, wealth, prosperity, and success. It can convey a sense of opulence, high quality, and prestige. Gold is often used to represent high-end products or services. It can also evoke feelings of warmth, illumination, and abundance.



**SILVER** is associated with modernity, sleekness, and elegance. It can convey a sense of sophistication, grace, and innovation. Silver is often used to represent technology, industry, and a futuristic aesthetic. It can also symbolize stability and reflectivity.