

Colour Psychology Guide

RED	Love Comfort Warmth Active Exciting Bold Passionate Youthful	PINK	Romance Care Calm Respect Warmth Kind Nurture Assertive	ORANGE	Instinct Social Warmth Excite Optimism Extrovert Spontaneity
YELLOW	Happy Freedom Luck Delight Cheerful Joy Blessed Alive Pleased	BLUE	Open Rescue Control Spirit Perspective Determination Modern	GREEN	Balance Nature Positivity Safe Stable Clarity Equilibrium Growth
PURPLE	Creative Unique Unconventional Fantasy Wealth Modesty Spiritual	TURQUOISE	Creative Calm Success Trust Peace Sincere Innovative Inspiration	BROWN	Balance Nature Grounded Safe Stable Aspirational Honest
BLACK	Power Mystery Elegance Elite Formality Pristine Opulent Sophistication	GREY	Efficient Clean Glamorous Formality Substance Sophistication	WHITE	Pure Clean Modern Cool Innocence Light Positive Simple
GOLD	Opulent Power Success Elite Expensive Wise Compassion Wealth	SILVER	Efficient Glamorous Sophistication Balanced Dignified	BRONZE	Experienced Conservative Wise Capable Mature Historic Accomplished