

YOUR QUICK GUIDE TO  
**Color Psychology**



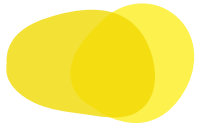
**Red**

POWER, ENERGY, LOVE,  
STIMULATION, ACTION, STOP,  
STRENGTH, PASSION, DESIRE



**Orange**

MOTIVATION, POSITIVITY,  
ENTHUSIASM, PLAYFULNESS,  
HAPPINESS, CONFIDENCE



**Yellow**

OPTIMISM, HAPPINESS, WARMTH,  
CHEERFULNESS, BRIGHT,  
CONFIDENCE, JOY, INSPIRATION



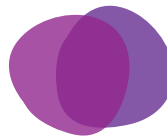
**Green**

BALANCE, HARMONY, GROWTH,  
NATURE, REST, PEACE, LIFE,  
HEALTH, MONEY, LUCK



**Blue**

TRUST, DEPENDABILITY,  
RESPONSIBILITY, CALM, STRENGTH,  
MENTALLY SOOTHING



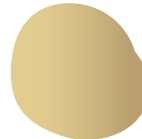
**Purple**

IMAGINATION, CREATIVITY,  
SPIRITUALITY, ROYALTY, MAGIC,  
MYSTERY, COURAGE



**Pink**

FEMININITY, SOPHISTICATION,  
ROMANCE, SINCERITY, JOY,  
CREATIVITY, CALMNESS



**Gold**

DIVINE, LUXURY, EXPENSIVE,  
RADIANT, VALUABLE, REFINED,  
PRESTIGIOUS, WISDOM



**Brown**

EARTHY, GROUNDED, WHOLESOME,  
SECURE, TRADITIONAL, WARM,  
RELIABLE, NATURAL



**Black**

BOLDNESS, FORMALITY, MYSTERY,  
LUXOURINESS, STRENGTH,  
SERIOUSNESS