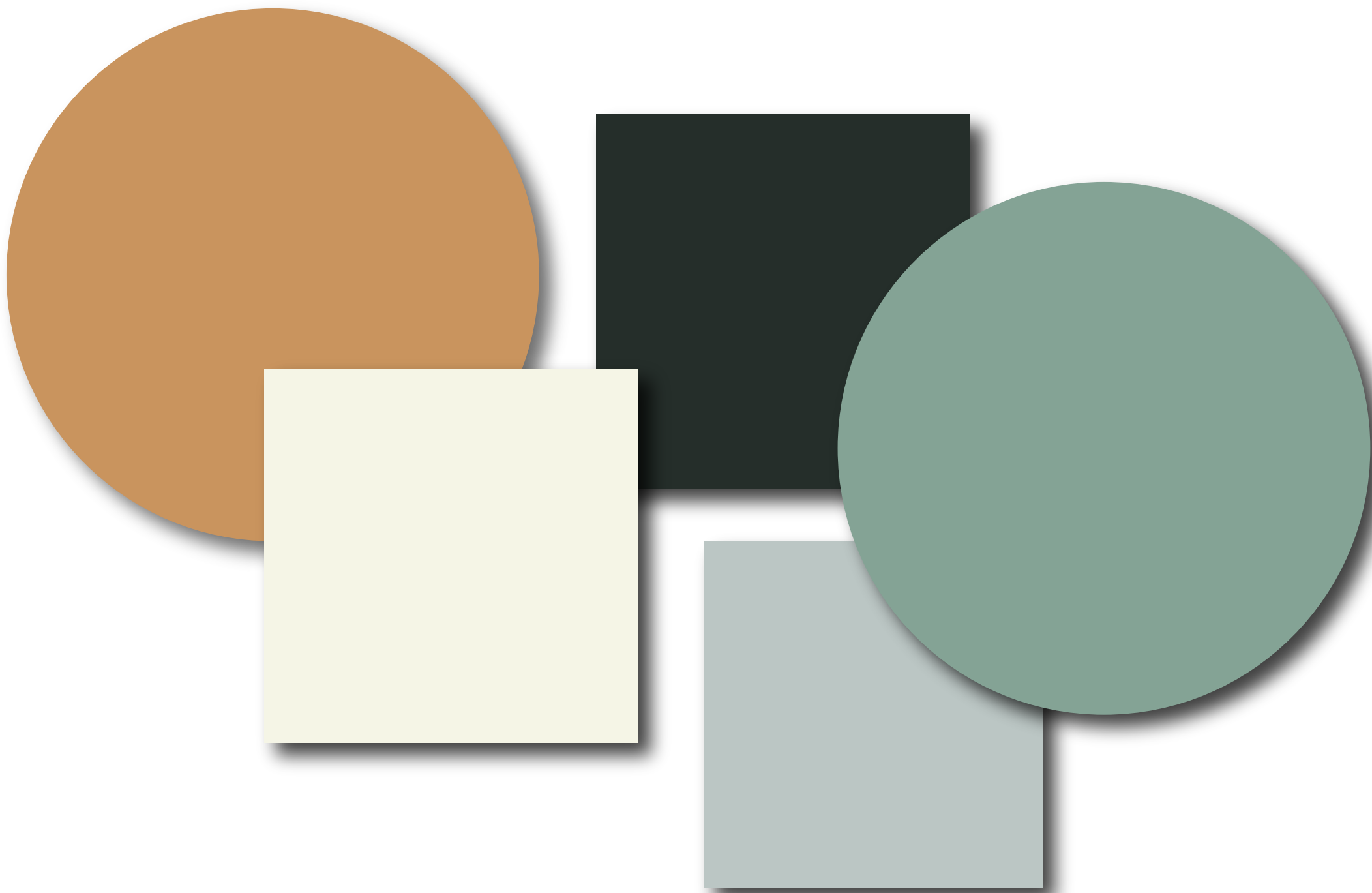


Color Theory

BRAND DESIGN

Choose for your brand,
1-2 Main Colors
1-3 Neutral Colors
1-2 Accent Colors

Where Vision + Emotion Connect



Color theory is important in design and art because certain colors & combinations have positive or negative influences on one's mood or emotional state.

<p><i>pink</i></p> <div><p>positive affection optimism gentleness compassion</p></div>	<p><i>red</i></p> <div><p>power love strength ambition attention</p></div>	<p><i>orange</i></p> <div><p>confidence creative energy optimistic curiosity</p></div>	<p><i>yellow</i></p> <div><p>creativity happy energetic warm optimism</p></div>
<p><i>gold</i></p> <div><p>success wealth tradition wisdom valuable</p></div>	<p><i>brown</i></p> <div><p>earthy comforting longevity friendly stability</p></div>	<p><i>green</i></p> <div><p>balance kindness prosperity fresh giving</p></div>	<p><i>blue</i></p> <div><p>protection wisdom healing loyalty integrity dependable</p></div>
<p><i>purple</i></p> <div><p>luxury ambition positive intuition expressive</p></div>	<p><i>gray</i></p> <div><p>sleek reliable security intelligence classy</p></div>	<p><i>white</i></p> <div><p>purity clean fresh imagination goodness</p></div>	<p><i>black</i></p> <div><p>protection dramatic elegance authority</p></div>