











Color	Symbolism
 Red	Excitement, energy, passion, desire, speed, strength, power, heat, love, aggression, danger, fire, blood, war, violence, aggression, all things intense and passionate.
 Yellow	Joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard.
 Blue	Peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, depression, appetite suppressant.
 Orange	Energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention.
 Green	Nature, environment, healthy, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune.
 Purple	Royalty, spirituality, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning.
 Gray	Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring
 Brown	Earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, and comfort.
 White	Reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, marriage (Western cultures), death (Eastern cultures), cold, clinical, sterile.
 Black	Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning, death (Western cultures).