

EXPRESSIVE / SYMBOLIC USE OF COLOR

RED:

Excitement, Energy, Passion, Strength, Heat, Love, Danger, Stimulates appetite, Exhaustion, Fire, Blood, Aggression, Stop

YELLOW:

Joy, Happiness, Optimism, Hope, Sunshine, Idealism, Imagination, Knowledge

ORANGE:

Energy, Balance, Warmth, Enthusiasm, Flamboyant, Demanding of attention

GREEN:

Nature, Environment, Growth, Healthy, Good luck, Youth, Spring

BLUE:

Peace, Tranquility, Stability, Harmony, Security, Order, Water

VIOLET:

Royalty, Spirituality, Nobility, Wisdom, Mourning, Enlightenment, Arrogance

BLACK:

Power, Sophistication, Formality, Elegance, Mystery, Fear, Evil, Mourning, Death

WHITE:

Purity, Peace, Innocence, Winter, Marriage, Cold, Sterile, Simplicity, Cleanliness, Light

BROWN:

Earth, Hearth, Home, Comfort, Outdoors, Reliability

