PSYCHOLOGY OF
COLOR

---

branding color emotions
cheat-sheet guide

GREEN

Represents freshness, balance or eco-friendly brands. Green also alludes to wealth and growth. It is the color that represents "go", and naturally alludes to positivity!

FRESH + ORGANIC + EARTHY + CALMING + ENVIRONMENTAL + POSITIVE

BLUE

Represents dependability, loyalty and calmness. Great to use for financial institutions, social networks, corporate industries + soothing/beauty spas.

CALMING + TRANQUIL + PEACEFUL + LOYALTY + TRUST + HARMONIOUS + RELIABLE

PURPLE

Known to represent creativity, royalty and spirituality. Evokes serenity and artistry. Darker shades are great to use for luxury brands, lighter shades are more feminine.

MAJESTIC + VIBRANT + WEALTHY + ROYALTY + LUXURY + ABUNDANCE + SPIRITUAL

YELLOW

Bright + energetic! Represents warmth, positivity and cheer. Gives an impression of happiness and excitement. Great to use for all ages, and restaurants (stimulates appetite).

BRIGHT + POSITIVITY + WARMTH + CHEERFUL + ENERGETIC + JOYFUL + LIGHT-HEARTED + SUNNY

ORANGE

Evokes energy and vibrancy, while also maintaining a friendly appeal. Non-obtrusive and inviting. Fun + playful. Great to use to show high-energy, while not overpowering.

WARM + PLAYFUL + CHEERFUL + FRIENDLY + ENERGETIC + HAPPY + POSITIVE + CONFIDENT

RED

Dynamic + powerful color that is known to stimulate appetite, and draw in attention. Great to use with brands that evoke passion + drama. Use minimally, as it is overpowering.

LOVE + PASSIONATE + DANGEROUS + DRAMATIC + DYNAMIC + POWERFUL + STRENGTH

PINK

Perceived as feminine, soft and delicate. Bright + vibrant tints of pink evoke a bold + modern appeal. Known for its friendly and light-hearted appeal.

FEMININE + SOFT + GENTILE + SWEET + PLAYFUL + COMPASSION + HEALTH + BEAUTY

GRAY

Perceived as calming, sleek and neutral. Often seen in modern technology companies, conservative corporate settings and sleek design.

TECHY + SLEEK + MODERN + FUTURISTIC + NEUTRAL + CALM + CONSERVATIVE + OPEN

BLACK

Represents power and elegance. It is the color of authority. Black evokes a timeless + bold appeal, often used in fashion, editorial and luxury brands.

BOLD + POWERFUL + SOPHISTICATED + DRAMATIC + FORMAL + CLASSIC + ELEGANT