

THE PSYCHOLOGY OF COLOR

From the natural world to the artifice of technology, our lives are painted in a kaleidoscope of colors, each with the ability to affect our psyche in predictable ways. The psychology of color is a powerful tool in design and branding alike. We've compiled a list of the 12 most commonly used colors along with emotive guidelines for each. Remember, none of these emotional responses are objectively fixed to any given color. When it comes to the psychology of color, context and culture matter.

RED

POSITIVE	NEGATIVE
Power	Anger
Passion	Danger
Energy	Warning
Fearlessness	Defiance
Strength	Aggression
Excitement	Pain

ORANGE

POSITIVE	NEGATIVE
Courage	Deprivation
Confidence	Frustration
Warmth	Frivolity
Innovation	Immaturity
Friendliness	Ignorance
Energy	Sluggishness

YELLOW

POSITIVE	NEGATIVE
Optimism	Irrationality
Warmth	Fear
Happiness	Caution
Creativity	Anxiety
Intellect	Frustration
Extraversion	Cowardice

GREEN

POSITIVE	NEGATIVE
Health	Boredom
Hope	Stagnation
Freshness	Envy
Nature	Blandness
Growth	Enervation
Prosperity	Sickness

TURQUOISE

POSITIVE	NEGATIVE
Communication	Boastfulness
Clarity	Secrecy
Calmness	Unreliability
Inspiration	Reticence
Self-expression	Fence-sitting
Healing	Aloofness

BLUE

POSITIVE	NEGATIVE
Trust	Coldness
Loyalty	Aloofness
Dependability	Emotionless
Logic	Unfriendliness
Serenity	Uncaring
Security	Unappetizing

PURPLE

POSITIVE	NEGATIVE
Wisdom	Introversion
Luxury	Decadence
Wealth	Suppression
Spirituality	Inferiority
Imaginative	Extravagance
Sophistication	Moodiness

MAGENTA

POSITIVE	NEGATIVE
Imaginative	Outrageousness
Passion	Nonconformity
Transformation	Flippancy
Creative	Impulsiveness
Innovation	Eccentricity
Balance	Ephemerality

BROWN

POSITIVE	NEGATIVE
Seriousness	Humorlessness
Warmth	Heaviness
Earthiness	Unsophisticated
Reliability	Sadness
Support	Dirtiness
Authenticity	Conservativeness

BLACK

POSITIVE	NEGATIVE
Sophistication	Oppression
Security	Coldness
Power	Menace
Elegance	Heaviness
Authority	Evil
Substance	Mourning

GRAY

POSITIVE	NEGATIVE
Timelessness	Unconfident
Neutrality	Dampness
Reliability	Depression
Balance	Hibernation
Intelligence	Lack of energy
Strength	Blandness

WHITE

POSITIVE	NEGATIVE
Cleanliness	Sterility
Clarity	Coldness
Purity	Unfriendliness
Simplicity	Elitism
Sophistication	Isolation
Freshness	Euptiness