

# 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       |
|----------------|----------------|
| Cleanness      | Sterility      |
| Clarity        | Coldness       |
| Purity         | Unfriendliness |
| Simplicity     | Elitism        |
| Sophistication | Isolation      |
| Freshness      | Emptiness      |