

























Psychology of Color Table

HUE	EFFECT
Blue	Peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, and depression
Green	Nature, environment, health, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune.
Yellow	Joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard, spirituality and inspiration.
Orange	Energy
Red	Love, valentines, danger, desire, speed, strength, violence, anger, emergency exit signs, stop signs and blood
Purple	Royalty, spirituality, nobility, ceremony, mystery, transformation, wisdom, enlightenment, cruelty, arrogance, mourning. Purple is considered an exotic color
Brown	Stability and security; associated with withholding emotion and retreating
White	purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, and marriage
Grey	Independence and self-reliance; indicates separation, lack of involvement and ultimately loneliness.
Black	power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning and death

Additional considerations in effect....

Temperature						
<i>Cool</i>						Conservative, classic, businesslike, more expensive
<i>Warm</i>						Friendly, approachable, down to earth
Value						
<i>Dark</i>						Credible, authoritative, assertive, more masculine
<i>Light-Soft</i>						Approachable, gentle, more feminine
Intensity						
<i>Bright</i>						Create Energy, excitement, animation, extroverted quality
<i>Muted</i>						Controlled, conservative, introverted quality