

COLOR CHART

What do your color choices say about you?



WARM COLORS

RED

Passion, excitement, gets attention, stands out, call to action and most intense color, encourages appetite. Signals Danger.

PINK

Femininity, playfulness, unconditional love, romance, charm, calms down, nurturing, comforts, compassion. Signals immaturity.

BABY PINK

Compassion, warmth, hope, loving, kind, sensitive, strong nurturing and sensual side.

BLUSH

Sensual and sexual connotations, flush of first love, youth, good health, innocent, cheerful. Signals Lacks passion and energy.

ROSE PINK

Universal love and unity, mature, feminine, intuitive, grace, sweetness, gentleness, appreciation.

SALMON PINK

Flirt, timid lover, all talk no play color, health, vitality, persistence. expression, fellowship, sociable, relaxing and sensual atmosphere, stimulates energy.

MUSTARD

Creativity and Diversity, attracted to luxury, stimulates the mind and body. Signals Difficulty to open up and doesn't wear heart on one's sleeve.

RUST ORANGE

Associated with Fall, signals comfort, solace, togetherness. Signals childishness, pride, stubbornness, selfishness, aggression.

BANANA

Emotions, liveliness, sun, cheerfulness and energy, easiness, relaxation. Signals possibly taking irrational action or creates tension if overused

RED-ORANGE

Passion, joy, warmth, powerful, attractive, engaging, associated with physical energy, desire, sexual passion, pleasure. Signals domination, aggression.

ORANGE

Creativity, adventure, enthusiasm, success, balance, not overpowering, inviting, optimism.

YELLOW-ORANGE

Happiness, excitement, enthusiasm, color of sunshine, associated with warmth and energy, boldness, confidence, safety. Signals Irritation, bothersome.

YELLOW

The ultimate color of positivity, happiness, optimism, summer. Signals deceit and warning on the flip side.

RED-VIOLET

Represents the color of wine, celebrations, parties, night clubs.

L·IMA



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COOL COLORS

YELLOW-GREEN

Happiness, nature, growth, cheeriness, color of the blossoming spring. Color also known as chartreuse. Signals sickness, jealousy, cowardice.

GREEN

Color of money, nature, energy, growth, fertility, renewal, rebirth, peace, rest, security, refreshment, harmony. Signals materialism, envy, possessiveness.

BLUE-GREEN

Cool, calmness, serenity, spiritual, good luck, feminine, loyalty, promotes intuition. Also known as turquoise and is the color of communication.

BABY-BLUE

Trustworthy, reliable, fresh, young, spirited, faithful, eye-soothing color, promotes tranquility, relaxation. Represents faith, truth, confidence, bliss.

BLUE

Stability, harmony, reliability, peace, calm, trust. Color of the sky and sea. Associated with imagination, inspiration, freedom, sensitivity. Signals Depression and coldness.

LILAC

Innocence, spirituality, fearless, empathetic. A symbol of compassion, kindness, helpfulness, serenity. Signals fragile, inexperienced, unpredictable.

ORCHID

Unconventional, do your own thing, respect, dignity, admiration. Signals non conformist.

VIOLET

Nobility, spirituality, ceremony, mystery, wisdom, enlightenment. Signals arrogance, mourning.

PURPLE

The color of royalty. Power, luxury, wisdom, spirituality. Signals arrogance and too much of it's use can result in frustration. More of an accent color.

INDIGO

Color of wisdom and intuition, integrity, meditation. Faithful, idealistic, intuitive, creative vision, empathy for the world.

MINT

Creativity, freshness, lightness, passion for life, endurance, stability, calming vibes, security, wellness, peace, health, good luck, open minded.

LIME

High energy, nature, confidence, high vitality, imagination, nature, security, fertility and wealth, non judgmental, initiates change, Signals jealousy and pettiness if too much.

NAVY

Color of trust and stability. Strong, reliable, seriousness, authority, importance, power, conservatism, intelligence, responsibility.

FUSCHIA

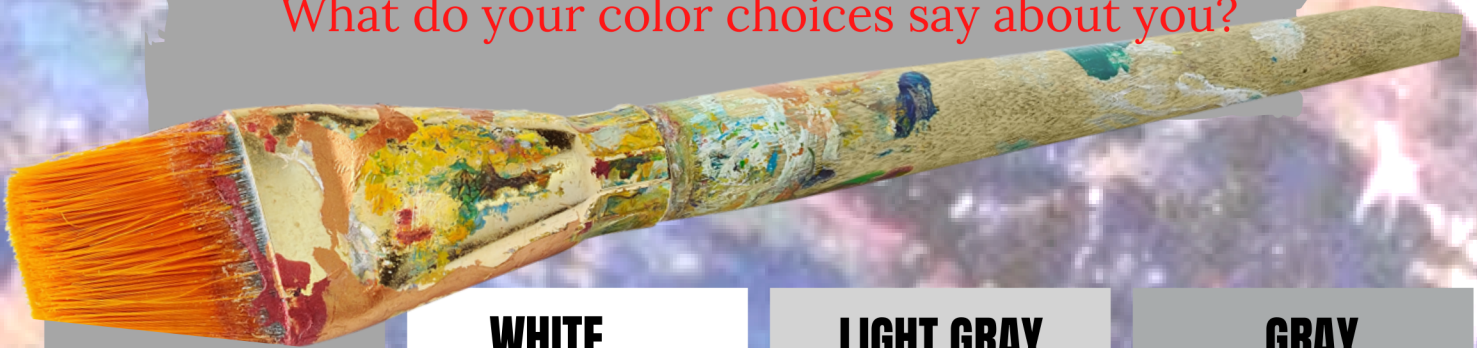
Confidence, assurance, maturity, responsibility, nurturing and loving, uplifting, liveliness, female charm, projects casual, light-heartedness.

L·IMA



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NEUTRAL COLORS

WHITE

Color of purity and innocence. Virginity, goodness, heaven, faith, cleanliness, humility, softness, perfection, illumination, light. Signals sterility.

LIGHT GRAY

Soothing, wisdom, enlightenment, neutrality, unpretentiousness, coolness, saves and rescues if in difficult situation.

GRAY

Color of intellect and compromise. Represents neutrality and balance. Elegant, dignified, conservative. Signals depression and loss.

DARK GRAY

Mysterious, formal, organized. serious, self-disciplined, conventional. Signals Suppression, constrained, strictness, inflexible.

BLACK

Power, elegance, formality, sophistication, mystery, elegance, drama, authority. Signals evil, sadness, anger, darkness, night, despair, fear, rebellion.

BROWN

The color of earth, wood and stone. Comfort, security, down to earth, nature, sense of strength and reliability. Signals feelings of loneliness, sadness, isolation.

IVORY

Also known as milk white, pearl, off-white. Calming clean feeling, purity, added character of luxury, elegance, wealth, splendor.

BEIGE

The color of work. Sensitive, determined, resilient, dependable, simplicity. Signals piety, draining, depressive, stagnant.

CHAMPAGNE

The color of class and modesty. Adores adoration, larger-than-life and powerful personality, stylish, chic. Signals overconfident, intimidating, misleading.

TAUPE

Practicality, dignity, maturity, reliability, sophistication, elegance, versatile stylistically, striking appeal. Signals passivity.

BRONZE

Support, experience, maturity, inspires, stability, strength, earthiness, uplifts. Signals cheap, boastful, uptight, tight-fisted.

SILVER

Industrial, sleek, high-tech, modern, trendy, glamorous, riches, feminine energy, clairvoyance, mental telepathy, cleansing. Signals coldness, being non-committal, indecision

GOLD

The color of success. Masculine energy, extravagance, wealth, riches, excess, victory, generous, loving, prestige. Signals opportunistic, egotistical, self-righteous, demanding.

