

Blue		Black (cont)	Turquoise
Emotions	Trust, Responsibility, Loyalty, Authority	Negative Pessimism, Fear, Evil, Loss	Emotions Serenity, Energy, Balance, Creativity
Effects	Calming, Relaxing, Create order, Cognitive enhancer	As a powerful and versatile colour, black charms with ease concealing its vulnerabilities. It calls for sophistication and is often attributed to expensive products. More often than not, black evokes authority and formality, intimidating others by its mysterious aura.	Effects Uplifts the mood, Boosts relaxation, Heals, Comforts
Positive	Honesty, Commitment, Serenity, Peace		Positive Positive energy, Transparency, Well-balanced, Tranquility
Negative	Fragile, Depressive, Conservative, Predictable		Negative Flightiness, Childishness, Naïveté, Unrealistic
Blue is considered the most universally appealing colour on the spectrum because of its non-polarising traits. It is calming, relaxing, and it gives the soothing feeling of peace, but also the impression of authority.			
Green		Grey	Grey
Emotions	Harmony, Growth, Freshness, Energy	Emotions Wisdom, Seriousness, Boredom, Safety	Emotions Wisdom, Seriousness, Boredom, Safety
Effects	Relaxes, Revitalises, Reassures, Enhances cognition	Effects Damps the mood, Depresses, Isolates, Neutralises emotions	Effects Relaxes, Calms down, Brings clarity, Promotes renewal
Positive	Prosperity, Safety, Hope, Balance	Positive Tranquility, Wisdom, Liberalism, Intellect	Positive Uniqueness, Open-mindedness, Objective, Elegance
Negative	Greed, Envy, Materialism, Judgemental	Negative Indifference, Sadness, Coldness, Decay	Negative Stand-offish, Edgy, Alert, Uptight
Green is the colour of life. It is associated with nature, health, growth, and prosperity. It represents hope for a better future, and it has become more than a colour in recent years, it has become a verb. The colour green is the result of blue and yellow, hence why it has traits of both colours, being relaxing but also energising.		As a sleek and timeless colour, grey is the perfect neutral and many times it goes unperceived. It is an elegant colour that is associated with wisdom and conservatism. Yet, because grey is between two polar opposites - black and white - it has a diplomatic nature.	Because of its commonplace in nature, teal is a timeless colour. It evokes a sense of cleanliness and elegance that only a few colours can do. Teal conjures images of a luxurious vacation in tropical regions, which is why this colour conveys relaxation, revitalisation, and rejuvenation.
Black		Royal Blue	Red
Emotions	Mystery, Power, Formality, Authority	Emotions Sophistication, Trustworthiness, Royalty	Emotions Action, Energy, Passion, Power
Effects	Boost confidence, Depressing, Hide vulnerabilities, Intimidates	Effects Relaxes, Comforts, Depresses	Effects Draw attention, Caution, Stimulate, Provoke
Positive	Sophistication, Elegance, Protection, Strength	Positive Calming, Honest, Reliable	Positive Vitality, Sexuality, Excitement, Confidence
		With its roots in the British royal family, this colour exudes sophistication. As a shade of blue, this regal colour is relaxing and calming. Royal blue has a lower saddening impact when compared to true blue because of its vibrancy.	



Red (cont)

Negative	Dangerous, Aggressive, Impulse, Dominance
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Red is an emotionally intense colour that demands attention like no other colour of the spectrum. It is stimulating, energetic, and enhances our physical needs, increasing the appetite, for example.

Purple

Emotions	Spirituality, Imagination, Royalty, Mystery
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Effects	Encourages, Uplifts, Inspires wisdom, Enlightens
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Positive	Creativity, Wisdom, Compassion, Mystery
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Negative	Emotional, Arrogant, Immature, Overly vigilant
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Because of its rarity in nature, purple is seen as a mysterious and supernatural colour associated with royalty and religion - yet some people perceive it as artificial. It's an uplifting spirit that invokes devotions but also intimidates for its superiority. It can convey arrogance, immaturity, and an emotional state of mind.

Pink

Emotions	Unconditional love, Femininity, Innocence, Romance
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Effects	Calming, Uplifting, Comforting, Energising
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Positive	Compassion, Sympathy, Playfulness, Delicacy
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Pink (cont)

Negative	Over-optimism, Unconfident, Childish, Unrealistic
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Feminine and sweet, pink is the colour of nurture and unconditional love. The blend of red and white relates to the love for oneself, family, and a partner, but unlike red, pink is more about romance than passion. The influence of white makes pink a calming colour that comforts those who have obstacles ahead of them.

Brown

Emotions	Honesty, Reliability, Warmth, Security
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Effects	Relaxes, Stimulates appetite, Stabilises, Comforts
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Positive	Open, Warm, Strong, Reliable
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Negative	Dull, Predictable, Dependable, Overly conservative
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Brown is an abundant colour in nature that evokes feelings of safety, reliability, and honesty. It's a down-to-earth colour that is naturally humble, conventional, and predictable.

Magenta

Emotions	Understanding, Femininity, Intensity, Power
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Effects	Overstimulating, Irritating, Eye fatiguing, Inspiring
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Positive	Harmonious, Kind, Passionate, Uplifting
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Negative	Stressful, Arrogant, Impatient, Volatile
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Magenta is a vibrant colour full of intensity, which stimulates people to take action. After all, it is a toned-down version of red. This colour is associated with femininity and acceptance. Magenta is the colour of cheerfulness, appreciation, and universal harmony.

Coral

Emotions	Joy, Freshness, Femininity, Dynamic
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Effects	Uplifting, Sense of warmth, Comforting, Stimulating
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Positive	Bold, Lively, Humanitarian, Friendly
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Negative	Flighty, Irresponsible, Brash, Mischievous
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Vibrant and bold, coral is a lively colour that enchants with its feminine energy. It has a friendly and humanitarian spirit thanks to pink, but it also embodies dynamism and vivaciousness thanks to orange.

Burgundy

Emotions	Intensity, Sophistication, Individuality, Ambition
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Effects	Increases appetite, Accelerates heart, Stimulates physically, Excites
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Positive	Powerful, Unique, Sophisticated, Intense
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Negative	Malicious, Unfriendly, Uptight, Pride
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Connected with the wealthy and renowned, burgundy is sophisticated and refined. It is an individualist and attention-getter filled with powerful intensity. Burgundy is not for the faint of heart.

Yellow

Emotions	Happiness, Optimism, Creativity, Intellect
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Effects	Inspires communication, Energises, Sharpens memory, Mental stimulation
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Positive	Joy, Enthusiasm, Communicativeness, Originality
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Yellow (cont)

Negative	Cowardice, Fear, Betrayal, Impatient
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Yellow is the colour of happiness, cheerfulness, and fun, but also the colour of the mind and intellect. It is a striking colour that enhances creativity and helps with clear thinking.

Orange

Emotions	Optimism, Emotion, Adventure, Creative
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Effects	Encourages, Enhances creativity, Stimulates, Uplifts
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Positive	Positivity, Creativity, Warmth, Spontaneity
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Negative	Insincerity, Exhibitionism, Superficial, Impatient
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Cheerful and optimistic, orange is energetic, spontaneous, and dynamic. It's a colour that resonates with young people, but that can also be arrogant and prideful. It stimulates us, mentally and physically. Still, it can be superficial, insincere, and exhibitionist.

White

Emotions	Purity, Virtue, Innocence, Delicacy
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Effects	Calms, Balances, Purifies, Brings clarity
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Positive	Cleanliness, Elegance, Simplicity, Goodness
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Negative	Bland, Unfriendliness, Emptiness, Coldness
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As the purest of all colours, white is a serene and calming hue that symbolises new beginnings. It marks a new cycle and declutters our minds bringing clarity to solve problems.

Beige

Emotions	Neutral, Clean, Organised
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Effects	Relaxes, Calms, Pleases the eye
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Positive	Welcoming, Friendly, Orderly
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Negative	Bland, Cloistering, Boring
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With the warmth of brown and the crispness of white, beige is a relaxing and dependable colour. In addition, this neutral colour prefers to blend in with the crowd, and sometimes, it can be perceived as bland conventional.

Amber (cont)

Negative	Edgy, Frustrating, Annoying, Upsetting
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True to its name, amber is an earthy tone found in abundance throughout nature. It's a colour that instils feelings of confidence and safety while energising and embracing people with its warmth. Amber is bold and makes you feel secure and homey.

Lavender

Emotions	Femininity, Gentleness, Tranquility, Elegance
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Effects	Relaxes, Calms down, Brings order, Promotes healing
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Positive	Grace, Beauty, Delicacy, Cleanliness
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Negative	Indecisive, Impractical, Childish, Lethargic
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Full of grace and youth, lavender is a lighthearted colour that symbolises tender romance, femininity, and delicacy. As the colour of self-care, lavender instils a sense of regalness, relaxation, and cleanliness. It's an excellent colour for meditation.

Amber

Emotions	Safety, Energy, Optimism, Maturity
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Effects	Uplifting, Comforting, Energising, Feeling of warmth
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Positive	Wisdom, Confidence, Happiness, Caring
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