

### Blue

**Emotions** Trust, Responsibility, Loyalty, Authority

**Effects** Calming, Relaxing, Create order, Cognitive enhancer

**Positive** Honesty, Commitment, Serenity, Peace

**Negative** Fragile, Depressive, Conservative, Predictable

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

**Emotions** Harmony, Growth, Freshness, Energy

**Effects** Relaxes, Revitalises, Reassures, Enhances cognition

**Positive** Prosperity, Safety, Hope, Balance

**Negative** Greed, Envy, Materialism, Judgemental

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.

### Black

**Emotions** Mystery, Power, Formality, Authority

**Effects** Boost confidence, Depressing, Hide vulnerabilities, Intimidates

**Positive** Sophistication, Elegance, Protection, Strength

### Black (cont)

**Negative** Pessimism, Fear, Evil, Loss

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.

### Grey

**Emotions** Wisdom, Seriousness, Boredom, Safety

**Effects** Damps the mood, Depresses, Isolates, Neutralises emotions

**Positive** Tranquility, Wisdom, Liberalism, Intellect

**Negative** Indifference, Sadness, Coldness, Decay

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.

### Royal Blue

**Emotions** Sophistication, Trustworthiness, Royalty

**Effects** Relaxes, Comforts, Depresses

**Positive** Calming, Honest, Reliable

**Negative** Cold, Dependable, Authoritative

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.

### Turquoise

**Emotions** Serenity, Energy, Balance, Creativity

**Effects** Uplifts the mood, Boosts relaxation, Heals, Comforts

**Positive** Positive energy, Transparency, Well-balanced, Tranquility

**Negative** Flightiness, Childishness, Naïveté, Unrealistic

Calm and serene, turquoise embodies the qualities of a tropical sea. It instils mental clarity and encourages honesty and transparency. Because it is a blend of three colours, turquoise manages to radiate the feeling of new growth that green evokes and the bursting energy of yellow while maintaining the calm of blue.

### Teal

**Emotions** Wisdom, Seriousness, Boredom, Safety

**Effects** Relaxes, Calms down, Brings clarity, Promotes renewal

**Positive** Uniqueness, Open-mindedness, Objective, Elegance

**Negative** Stand-offish, Edgy, Alert, Uptight

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.

### Red

**Emotions** Action, Energy, Passion, Power

**Effects** Draw attention, Caution, Stimulate, Provoke

**Positive** Vitality, Sexuality, Excitement, Confidence



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### Red (cont)

Negative Dangerous, Aggressive, Impulse, Dominance

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

Effects Encourages, Uplifts, Inspires wisdom, Enlightens

Positive Creativity, Wisdom, Compassion, Mystery

Negative Emotional, Arrogant, Immature, Overly vigilant

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

Effects Calming, Uplifting, Comforting, Energising

Positive Compassion, Sympathy, Playfulness, Delicacy

### Pink (cont)

Negative Over-optimism, Unconfident, Childish, Unrealistic

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

Effects Relaxes, Stimulates appetite, Stabilises, Comforts

Positive Open, Warm, Strong, Reliable

Negative Dull, Predictable, Dependable, Overly conservative

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

Effects Overstimulating, Irritating, Eye fatiguing, Inspiring

Positive Harmonious, Kind, Passionate, Uplifting

Negative Stressful, Arrogant, Impatient, Volatile

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

Effects Uplifting, Sense of warmth, Comforting, Stimulating

Positive Bold, Lively, Humanitarian, Friendly

Negative Flighty, Irresponsible, Brash, Mischievous

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

Effects Increases appetite, Accelerates heart, Stimulates physically, Excites

Positive Powerful, Unique, Sophisticated, Intense

Negative Malicious, Unfriendly, Uptight, Pride

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

Effects Inspires communication, Energises, Sharpens memory, Mental stimulation

Positive Joy, Enthusiasm, Communicativeness, Originality



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### Yellow (cont)

**Negative** Cowardice, Fear, Betrayal, Impatient

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

**Effects** Encourages, Enhances creativity, Stimulates, Uplifts

**Positive** Positivity, Creativity, Warmth, Spontaneity

**Negative** Insincerity, Exhibitionism, Superficial, Impatient

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

**Effects** Calms, Balances, Purifies, Brings clarity

**Positive** Cleanliness, Elegance, Simplicity, Goodness

**Negative** Bland, Unfriendliness, Emptiness, Coldness

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

**Effects** Relaxes, Calms, Pleases the eye

**Positive** Welcoming, Friendly, Orderly

**Negative** Bland, Cloistering, Boring

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.

### Lavender

**Emotions** Femininity, Gentleness, Tranquility, Elegance

**Effects** Relaxes, Calms down, Brings order, Promotes healing

**Positive** Grace, Beauty, Delicacy, Cleanliness

**Negative** Indecisive, Impractical, Childish, Lethargic

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

**Effects** Uplifting, Comforting, Energising, Feeling of warmth

**Positive** Wisdom, Confidence, Happiness, Caring

### Amber (cont)

**Negative** Edgy, Frustrating, Annoying, Upsetting

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.