

- Every day our emotions, moods, thoughts and even things like our appetites, are influenced by the colors that surround us.
- Artists and designers and even advertisers use color very deliberately to make you feel a certain way.

- Warm colors – such as red, yellow and orange – can spark a variety of emotions ranging from comfort and warmth to hostility and anger.
- Cool colors – such as green, blue and purple – often spark feelings of calmness as well as sadness.

OPTIMISM, CLARITY, WARMTH

FRIENDLY, CHEERFUL, CONFIDENT

EXCITING, YOUTHFUL, BOLD

CREATIVE, IMAGINATIVE, WISE

TRUST, DEPENDABLE, STRENGTH

PEACEFUL, GROWTH, HEALTH

BALANCE, NEUTRAL, CALM

RED

MEANS:

passionate
active
EXCITING
bold energy
youthful
physical
PIONEERING
leader willpower
confidence
ambition
POWER

PINK

MEANS:

love **calm**
respect
WARMTH
longterm
feminine
intuitive **care**
assertive
sensitive
NURTURE
possibilities
UNCONDITIONAL

PURPLE

MEANS:

DEEP
creativity
unconventional
original
stimulation
individual
WEALTHmodesty
compassion
DISTINGUISHED
respectable
fantasy

NAVY

MEANS:

trust order
LOYALTY
sincere
authority
communication
confidence
PEACE integrity
control
responsible
success
CALM masculine

GREEN

MEANS:

BALANCE
growth
restore
sanctuary
EQUILIBRIUM
positivityNATURE
generous
clarity
prosperity
good judgement
safety stable

BLUE

MEANS:

spirit
perspective
CONTENT
control
rescue
determination
self-sufficient
modern goals
awarePURPOSE
OPEN
ambition

ORANGE

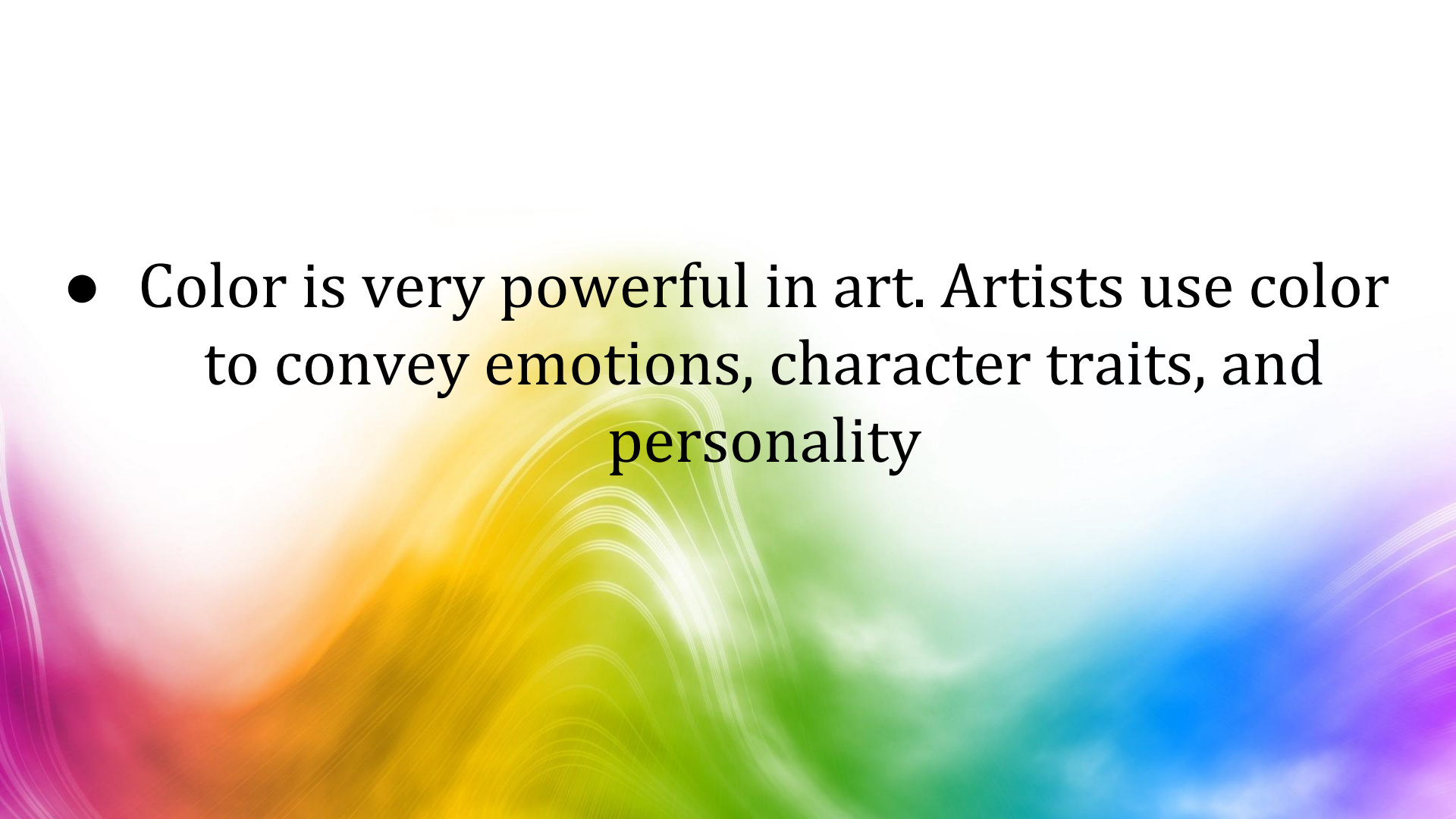
MEANS:

INSTINCT
WARMTH
gut reaction
optimistic
spontaneity
extrovert
socialNEW IDEAS
FREEDOM
impulse
motivation





- Different shades of a color are often associated with different traits and evoke different feelings
- Each person is unique and has had different backgrounds. We will all perceive color a little differently and be affected by it in different ways.

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- The background features a smooth rainbow gradient from purple on the left to yellow in the center, then green, blue, and purple on the right. Overlaid on this are several thin, white, wavy lines that create a sense of motion and depth.
- Color is very powerful in art. Artists use color to convey emotions, character traits, and personality







