

Color Psychology Guide

PINK

Positive Connotations

Happiness, comfort, warmth, love, sexuality

Negative Connotations

Emasculating, physically draining, emotionally overwhelming

VIOLET

Positive Connotations

Spiritual, healing, royalty, creativity

Negative Connotations

Suppression, introversion, moodiness

BLUE

Positive Connotations

Trust, intelligence, serenity, calm

Negative Connotations

Sadness, cold, depression

RED

Positive Connotations

Power, security, speed, courage, excitement

Negative Connotations

Danger, defiance, aggression, pain

GREEN

Positive Connotations

Fresh, restorative, peaceful, eco-friendly

Negative Connotations

Sickness, greed, blandness, boredom

WHITE

Positive Connotations

Simplicity, cleanliness, clarity, purity

Negative Connotations

Elitism, sterility, emptiness, isolation

YELLOW

Positive Connotations

Optimism, confidence, self-esteem, friendliness

Negative Connotations

Sickness, jaundice, fear, cowardice, depression

BLACK

Positive Connotations

Elegance, wealth, sophistication, glamour

Negative Connotations

Oppression, mourning, evil, fear

BROWN

Positive Connotations

Warmth, seriousness, earthiness, reliability

Negative Connotations

Heaviness, dirtiness, lack of sophistication

ORANGE

Positive Connotations

Comfort, warmth, ludic playfulness

Negative Connotations

Sense of being lost, despair, discomfort

