

BLUE

- + tranquility, love, loyalty, security, trust, intelligence
- coldness, fear, masculinity

RED

- + love, energy, power, strength, passion, heat
- anger, danger, warning

BROWN

- + friendly, earth, outdoors, longevity, conservative
- dogmatic, conservative

GREEN

- + money, growth, fertility, freshness, healing
- envy, jealousy, guilt

PINK

- + healthy, happy, feminine, compassion, sweet, playful
- weak, femininity, immaturity

TAN/BEIGE

- + dependable, flexible, crisp, conservative
- dull, boring, conservative

PURPLE

- + royalty, nobility, spirituality, luxury, ambition
- mystery, moodiness

YELLOW

- + bright, energy, sun, creativity, intellect, happy
- irresponsible, unstable

GRAY

- + security, reliability, intelligence, solid
- gloomy, sad, conservative

TURQUOISE

- + spiritual, healing, protection, sophisticated
- envy, femininity

ORANGE

- + courage, confidence, friendliness, success
- ignorance, sluggishness

BLACK

- + protection, dramatic, classy, formality
- death, evil, mystery

SILVER

- + glamorous, high tech, graceful, sleek

GOLD

- + wealth, prosperity, valuable, traditional

WHITE

- + goodness, innocence, purity, fresh, easy, clean