

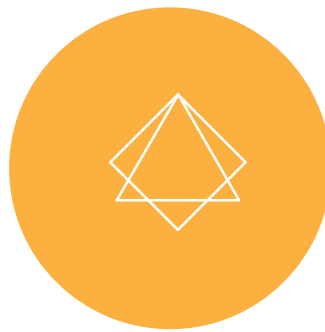
# COLOUR MEANINGS

by [www.designwithstyle.com.au](http://www.designwithstyle.com.au)



**RED** is a physical colour which calls for action to be taken. Its high energy and strength draws attention to itself and demands to be noticed.

**CORE FEELINGS :**  
*strength, power, urgency*



**ORANGE** is a colour of adventure which inspires and creates enthusiasm. It is optimistic and sociable and suggests affordability.

**CORE FEELINGS :**  
*enthusiasm, creativity, action*



**YELLOW** is an illuminating and uplifting color which stimulates our analytical processes and assists with mental clarity.

**CORE FEELINGS :**  
*happiness, fun, creativity*



**GREEN** is associated with nature, health and healing. It balances the emotions and inspires compassion.

**CORE FEELINGS :**  
*healthy, fresh, growth*



**TURQUOISE** balances and recharges the emotions and inspires good communication skills and self-expression.

**CORE FEELINGS :**  
*balance, creativity, peace*



**BLUE** is the safest color to use in most applications, implying honesty, trust and dependability.

**CORE FEELINGS :**  
*safety, trust, traditional*



**PURPLE** implies wealth, quality, fantasy and creativity. It works well with many other colors.

**CORE FEELINGS :**  
*magic, wealth, power*



**PINK** inspires compassion and nurturing. It is a non-threatening color used most often in feminine businesses.

**CORE FEELINGS :**  
*friendly, open, feminine*



**GOLD** is associated with value, luxury and prestige. It reflects wisdom, beauty and generosity.

**CORE FEELINGS :**  
*trust, wisdom, luxe*



**SILVER** is a modern sophisticated color, calming yet uplifting, with a degree of mystery about it.

**CORE FEELINGS :**  
*modern, class, elegance*



**BLACK** is the color of power and authority and in excess it can be intimidating and unfriendly.

**CORE FEELINGS :**  
*power, authority, clean*



**WHITE** is a blank canvas waiting for creative stimulation. It implies efficiency and simplicity, fairness and order.

**CORE FEELINGS :**  
*simplicity, clarity, creativity*