

# Psychology of Color

By Amber Killinger

This is a quick cheat sheet of what some of the meanings of various colors can be. This list is just a sampling, as colors can have many more meanings and elicit different emotions. Feel free to download and print this for your personal use.



<b>Red</b> Activating Bold Excitement Love Passion Strength Stimulating Urgency	<b>Orange</b> Enthusiastic Friendly Inviting Movement Warm
<b>Yellow</b> Cheerful Energizing Expansive Happy Optimism Sun Warm Youthfulness	<b>Green</b> Balance Calm Harmony Health Nature Rejuvenation Stability Wealth
<b>Blue</b> Calm Dependability Friendly Spirituality Trustworthiness Water	<b>Purple</b> Abundance Creativity Imagination Intuition Nobility Success
<b>Pink</b> Energy Feminine Glamour Romantic Fun	<b>Brown</b> Earth Grounded Reliable Wholesome
<b>Black</b> Elegance Power	<b>White</b> Clarity Cleanliness Hope Openness Purity