Color Theory Meanings

*(these would be the explanations on the “meaning” slides)*

Red: Associated with fire, violence, warfare. Also associated with love and passion. It can be associated with anger or danger but also importance. Shown to enhance human metabolism (interesting!)

Orange: Vibrant and energetic. Associated with fall and the earth as well as change and movement. Associated with health and vitality but it’s also a bit crazy. Orange sometimes makes people feel sick.

Yellow: Associated with happiness, sunshine but also deceit and cowardice. Also associated with hope and loosely with danger. Light yellows are associated with calmness and serenity.

Green: Down-to-earth color. It can represent growth, new beginnings and growth, renewal and abundance. But it also is associated with jealousy, envy and lack or experience. Can have a balancing and harmonizing effect.

Blue: Often associated with sadness. Also represents calmness and responsibility as well as peace with spiritual and religious connotations. It can be relaxed and calming (light blue) or strong and reliable (dark blue).

Purple: Royalty. Associated with creativity and imagination. Light purple is associated with spring and romance.

Black: Power, elegance, formality also evil, death and mystery. Color of mourning for many western countries.

White: Purity, cleanliness and virtue. Associated with the healthcare industry as well as goodness.

Brown: Associated with wood, earth and stone. Dependability, reliability, steadfastness and earthiness but also considered dull or boring.