

# THE PSYCHOLOGY OF COLOUR



<b>RED</b>	<b>ORANGE</b>	<b>YELLOW</b>	<b>GREEN</b>	<b>TURQUOISE</b>					
Power Energy Danger	Warning Excitement Pain	Courage Warmth Friendliness	Confidence Innovation Energy	Optimism Happiness Intellect	Warmth Creativity Extraversion	Health Freshness Growth	Hope Nature Prosperity	Communication Calmness Self-expression	Clarity Inspiration Healing
<b>BLUE</b>	<b>PURPLE</b>	<b>MAGENTA</b>	<b>BROWN</b>	<b>GOLD</b>					
Trust Dependability Loyalty	Serenity Security Logic	Wisdom Wealth Imaginative	Luxury Spirituality Sophistication	Imaginative Transformation Innovation	Passion Creative Balance	Seriousness Earthiness Support	Warmth Reliability Authenticity	Success Wisdom Winning	Wealth Charisma Optimistic
<b>BLACK</b>	<b>GRAY</b>	<b>WHITE</b>							
Sophistication Power Authority	Security Elegance Substance	Timelessness Balance Intelligence	Neutrality Reliability Strength	Cleanliness Purity Sophistication	Clarity Simplicity Freshness				