

THE PSYCHOLOGY OF COLOR



Mere color, unspoiled by meaning, and unallied with definite form, can speak to the soul in a thousand different ways. – Oscar Wilde

If used effectively color theory is one of the most powerful tools a designer can wield. Colors are a form of non verbal communication that can speak volumes in a fraction of a second. They can instantly set a mood, convey an emotion, invoke a physiological reaction or inspire people to take action. When we harness the right color emotion to help tell a client's story it can have a powerful effect. Below is a list of PMS colors and their associated moods.

 Deep Red - PMS 1945C <i>Positive:</i> rich, elegant, refined, tasty, expensive, mature, sumptuous, cultivated, robust	 Foliage Greens - PMS 349C <i>Positive:</i> natural, fertile, healthy, balance, life, growth, soothing, harmony, restful, restoration, reassurance, environmental awareness, new beginnings
 Brick Red - PMS 188C <i>Positive:</i> earthy, warm, strong, sturdy, established, country	 Bright Green - PMS 347C <i>Positive:</i> fresh, grass, Irish, lively, spring, renewal, lush
 Bright Red - PMS 186C <i>Positives:</i> exciting, energizing, sexy, passionate, hot, dynamic, stimulating, provocative, dramatic, powerful, courageous, magnetic, assertive, impulsive, adventurous, demanding, stirring, spontaneous, motivating <i>Negative:</i> overly aggressive, violent, warlike, temperamental, antagonistic, danger	 Emerald - PMS 334C <i>Positive:</i> luxurious, jewel-like, up-scale
 Bright Pink - PMS 205C <i>Positive:</i> exciting, theatrical, playful, hot, attention-getting, high-energy, sensual, wild, tropical, festive, vibrant, stimulating, flirtatious <i>Negative:</i> gaudy	 Aqua - PMS 565C <i>Positive:</i> water, refreshing, cleansing, young, babies, cool, dreamy, soft, lightweight
 Dusty Pink - PMS 693C <i>Positive:</i> soft, subtle, cozy, dusky, gentle, composed, nostalgic	 Turquoise - PMS 3258C <i>Positive:</i> infinity, compassionate, protective, faithful, water, coolness, sky, gemstone, tropical, oceans
 Light Pink - PMS 1895C <i>Positive:</i> romantic, affectionate, compassionate, soft, sweet tasting, sweet smelling, tender, delicate, innocent, fragile, youthful <i>Negative:</i> too sweet, too sentimental	 Teal - PMS 315C <i>Positive:</i> serene, cool, tasteful, sophisticated, confident
 Peach - PMS 162C <i>Positive:</i> nurturing, soft, fuzzy, tactile, delicious, fruity, sweet tasting, sweet smelling, inviting, warm, physical comfort, intimate, modest, embracing	 Sky Blue - PMS 7458C <i>Positive:</i> calming, cool, heavenly, constant, faithful, true, dependable, restful, contentment, tranquil, reassuring, trusting, serene, expansive, open, infinity, transcendent, distance
 Coral - PMS 170C <i>Positive:</i> life force, energizing, flexibility, desire	 Light Blue - PMS 283C <i>Positive:</i> calm, quiet, patient, peaceful, cool, water, clean
 Tangerine - PMS 715C <i>Positive:</i> vital, juicy, fruitful, energizing, tangy	 Periwinkle - PMS 7452C <i>Positive:</i> genial, lively, sprightly, convivial, cordial
 Vibrant Orange - PMS 1586 <i>Positive:</i> fun, whimsical, childlike, happy, glowing, sunset, hot, energizing, active, gregarious, friendly, good-natured, expansive, spontaneous, optimistic, communicative, jovial, sociable, self-assured, persuasive, animated <i>Negative:</i> loud, raucous, frivolous	 Bright Blue - PMS 285C <i>Positive:</i> electric, energy, brisk, vibrant, flags, stirring, impressive, aquatic, high spirits, exhilarating
 Ginger - PMS 180C <i>Positive:</i> spicy, flavorful, tangy, pungent, exotic	 Deep Blue - PMS 2747C <i>Positive:</i> credible, authoritative, basic, conservative, classic, strong, reliable, traditional, uniforms, service, nautical, loyal, confident, professional, thought-provoking, introspective, aids concentration, clarify thoughts <i>Negative:</i> aloof, distant, melancholy
 Terra Cotta - PMS 7522C <i>Positive:</i> earthy, warm, country, wholesome, welcoming, abundance	 Lavender - PMS 264 <i>Positive:</i> romantic, nostalgic, fanciful, lightweight, lightly scented
 Tan - PMS: 729C <i>Positive:</i> rugged, outdoor, rustic, woody	 Mauve - PMS 5145 <i>Positive:</i> wistful, sentimental, thoughtful
 Chocolate/Coffee Brown - PMS 477C <i>Positive:</i> delicious, rich, robust, appetizing	 Amethyst - PMS 2573 <i>Positive:</i> curative, protective, peace of mind
 Earth Brown - PMS 438C <i>Positive:</i> earthy, grounded, steady, solid, rooted, wholesome, sheltering, warm, durable, secure, reliable, natural, traditional, supportive	 Blue Purples - PMS 267C <i>Positive:</i> contemplative, meditative, spiritual, soul-searching, intuitive, mysterious, enchanting
 Gold (metallic) - PMS 871C <i>Positive:</i> bling, rich, glowing, divine, intuitive, luxurious, opulent, expensive, radiant, valuable, prestigious <i>Negative:</i> gaudy	 Red Purple - PMS 2602C <i>Positive:</i> sensual, thrilling, intensely exciting, dramatic, creative, witty, expressive
 Amber - PMS 1385C <i>Positive:</i> jewelry, multi-cultural, mellow, abundant, original, autumn	 Deep Purple - PMS 2627C <i>Positive:</i> visionary, rich, royal, prestigious, subduing, distant, introspective <i>Negative:</i> aloof
 Golden Yellow - PMS 130C <i>Positive:</i> nourishing, buttery, tasty, sun-baked, wheat, hospitable, comfort, comfort food	 Neutral Gray - PMS 423C <i>Positive:</i> classic, sober, corporate, practical, timeless, qualify, quiet, neutrality, logical, unobtrusive, deliberate, reserved, fundamental, basic, modest, efficient, dutiful, methodical
 Bright Yellow - PMS 116C <i>Positive:</i> illuminating, joyful, hot, lively, friendly, luminous, enlightening, energetic, sunshine, stimulating, innovative, radiating, awareness, surprise, caution <i>Negative:</i> cowardice, betrayal, hazard	 Charcoal Gray - PMS 425C <i>Positive:</i> steadfast, responsible, staunch, accountable, conscientious, resolute, restrained, conservative, professional, classic, sophisticated, solid, enduring, mature, business-like <i>Negative:</i> dull, conformist, detached
 Light Yellow - PMS 127C <i>Positive:</i> cheering, happy, soft, sunny, warming, sweet, easy, pleasing, babies	 Taupe - PMS 7536C <i>Positive:</i> classic, neutral, practical, timeless, quality, basic, authentic, organic, versatile, inconspicuous, understated, discreet, compromising, modest <i>Negative:</i> bland, tasteless
 Chartreuse - PMS 584C <i>Positive:</i> artsy, bold, trendy, startling, sharp, pungent <i>Negative:</i> gaudy, tacky, slimy, sickening, mold	 Ivory - PMS 7401C <i>Positive:</i> classic, neutral, soft, warm, comforting, good taste, creamy, smooth, subtle, natural, bridal
 Light Green - PMS 358C <i>Positive:</i> calm, quiet, soothing, neutral, lightweight	 Silver (metallic) - PMS 877C <i>Positive:</i> sleek, classy, stylish, modern, cool
 Olive Green - PMS 5767C <i>Positive:</i> military, camouflage, safari, classic <i>Negative:</i> drab	 Black <i>Positive:</i> powerful, empowering, elegant, sophisticated, mysterious, heavy, bold, basic, classic, strong, expensive, invulnerable, magical, nighttime, sober, prestigious, stylish, modern <i>Negative:</i> depression, death, mourning, underworld, evil, oppression, suppression, menacing
 Lime - PMS 377C <i>Positive:</i> fresh, citrusy, youthful, acidic, tart, refreshing	 White <i>Positive:</i> pure, clean, pristine, virginal, spotless, innocent, silent, lightweight, airy, bright, bridal, ethereal, clarity, simplicity, arctic, efficient <i>Negative:</i> sterile, cold, clinical
 Dark Green - PMS: 3435 <i>Positive:</i> nature, trustworthy, refreshing, cool, restful, stately, forest, hushed, woody, traditional, reliable, money, prosperity	