

Design and the Psychology of Color

	Psychological Associations	Industry Associations
	Red Activity, excitement, motivation, strength, confidence, warmth, love, passion, stimulation, anger, attention, danger	Dining, banking and finance, oil and gas, health, first responders
	Pink Nurturing, compassion, warmth, softness, tenderness, sensitivity, beauty	Beauty, toys, apparel and accessories
	Orange Excitement, enthusiasm, liveliness, energetic, warmth, vitality, happiness, affordability, friendliness, nature	Beverage, home improvement, courier, pharmaceuticals
	Yellow Optimism, cheerfulness, friendliness, hopefulness, warmth, energetic, attention, caution, anger, frustration	Oil and gas, aviation, courier, industrial equipment
	Green Calming, security, abundance, renewal, nature, growth, fertility, wellness, wealth, inspiration, luck, harmony, balance	Real estate, eco-products, chemicals, beverage, food, utilities, technology
	Blue Peaceful, refreshing, reliable, security, competent, authority, communication, efficiency, duty, logic, coldness, sadness, distance	Banking and finance, aviation, technology, industrial equipment, utilities, pharmaceuticals, first responders
	Purple Luxury, authenticity, quality, royalty, wealth, calming, soothing, romance, creativity, mystery, spiritual, imaginative, honor	Luxury goods, confectionery, technology, design, toys
	Brown Ruggedness, seriousness, nature, warmth, reliable, steadfastness, comfortable, dull, dirty	Confectionery, food, coffee, recreation
	White Sincerity, purity, soft, freshness, cleanliness, simplicity, clarity, peace, innocence, health, goodness, cold, impersonal, sterile	Wellness, technology, medicine, chemicals, aviation, design
	Black Sophistication, glamour, power, stateliness, dignity, elegance, mystery, wealth, formality, death, mourning	Retail, apparel and accessories, communications, technology, finance, automotive
	Gray/Sliver Innovation, scientific, professional, formal, sophistication, balance, simplicity, calming, maturity, cold, dull	Luxury goods, technology, finance, automotive, aviation, design
	Gold Elegance, affluence, quality, elite, idealistic, prestige, luxury, spiritual, royalty, refinement	Luxury goods, apparel and accessories, automotive, confectionery, hospitality