Color Symbolism – Emotions

**Red:** excitement, energy, passion, love, desire, speed, strength, power, heat, aggression, danger, fire, blood, war, violence, intense, passionate.

**Pink:** love, romance, caring, tenderness, acceptance, calm.

**Beige:** unification, quiet, pleasantness, calm, simplicity.

**Yellow:** joy, happiness, betrayal, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, jealousy, covetousness, deceit, illness, hazard, friendship.

**Blue:** peace, tranquility, cold, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, technology, depression.

**Turquoise:** calm, sophistication, water, feminine.

**Violet:** royalty, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning.

**Lavender:** femininity, grace, elegance.

**Orange:** energy, balance, enthusiasm, warmth, vibrant, expansive, flamboyant, demanding of attention.

**Green:** nature, environment, healthy, good luck, renewal, youth, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, vigor.

**Brown:** earth, stability, hearth, home, outdoors, reliability, comfort, endurance, simplicity, comfort.

**Gray:** security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring, silver symbolizes calm.

**White:** reverence, purity, birth, simplicity, cleanliness, peace, humility, precision, innocence, youth, winter, snow, good, sterility, marriage (western cultures), death (eastern cultures), cold, clinical.

**Black:** power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, unhappiness, depth, style, evil, sadness, remorse, anger, anonymity, underground, good technical color, mourning, death (western cultures.)