

Color Meaning Chart



Black: serious, distinctive, elegant, bold, powerful, sophisticated, expensive, night, death



Dark Grey: conservative, classic, responsible, dull, somberness, authority,



Light Grey: neutral, logical, rich, practical, reserved, trust



Blue: authority, nautical, dignity, security, confident, classic, stability, trust



Light Blue: calming, patient, cool, water, contentment, trusting



Teal: serene, sophisticated, water, coolness



Green: healthy, fertile, freshness, environmentally conscious, nature, reliable, appetite



Light Green: calm, soothing, refreshing, young



Yellow: youth, friendly, positive feelings, sunshine, surprise, cowardice, energetic, caution



Orange: fun, cheeriness, sunset, exuberance, spontaneous, optimistic, speed



Amber/Gold: history, autumn, earthiness, richness, tradition, conservative



Brown: earthy, wholesome, delicious, rich, rustic, warm, natural



Dark Red: rich, refined, tasty, expensive, luxurious



Red: aggressiveness, passionate, sexy, strength, powerful, assertive, vitality, fear, speed, danger



Hot Pink: exciting, playful, tropical, flirtatious



Light Pink: romantic, sweet tasting, femininity, innocence, softness, youthful



Purple: sophistication, mysterious, spirituality, dramatic, wealth, royalty, youth, creative



Light Purple: romantic, sentimental, nostalgic, fragrant



Ivory/Cream: classic, soft, comforting, natural, smooth



White: purity, truthfulness, faith, pristine, contemporary, refined, airy



Silver Metallic: sleek, modern, classy
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Gold Metallic: rich, expensive, valuable, prestigious
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