The NVidia Quatro graphics card technology advertisement from the "3D World" magazine utilizes the Yellow-Green, Green, Cyan-Green, analogous colour scheme from the CMY Printers Process Wheel to evoke specific emotions, namely: speed, power and cool nature.  
Speed is often associated with yellow, which can be seen in artists' representation of nature's lightning, even though lightning isn't actually yellow in reality.  
Power is often associated with green, which can be seen in pop-culture in icons such as the superhero Green Lantern from DC comics.  
Cool nature is often associated with lighter greens in order to represent the lowest temperatures of nature. This can be seen when walking on a trail. If the trail had red earth rocks, it may make the hiker feel hotter, but if the trail winds through light breezy green grass and leaves, the hiker may feel calm and cool.  
Altogether, these colour associations are used to convey the message that the NVidia Graphics Card Lineup is comprised of a fast, powerful and low-temperature architecture, which is what they believe makes them the best in their marketspace.