

COLOR CONNOTATIONS



- **Bright Red:** Exciting, Energizing, Sexy, Hot, Dynamic, Stimulating, Provocative, Dramatic, Aggressive and Powerful
- **Bright Pink:** Exciting, Happy, Hot, Attention getting, Energetic, Youthful, Spirited, Fun, Trendy and Wild
- **Light Pink:** Romantic, Soft, Sweet, Tender, Cute, Babies and Delicate
- **Dusty Pink:** Soft, Cozy, Subtle and Dusky
- **Mauve:** Soft, Subdued, Quiet and Sentimental
- **Burgundy:** Rich, Elegant, Refined, Tasty, Expensive and Mature
- **Fuchsia:** Bright, Exciting, Fun, Hot, High Energy and Sensual
- **Brick Red:** Earthy, Strong, Warm and Country
- **Terracotta:** Earthy, Warm, Wholesome, Country and Welcoming
- **Orange:** Fun, Whimsical, Childlike, Happy, Glowing, Vital, Sunset, Harvest, Hot, Juicy, Tangy, Energizing, Gregarious, Friendly and Loud
- **Peach:** Nurturing, Soft, Fuzzy, Delicious, Fruity, Sweet and Inviting
- **Light Yellow:** Cheerful, Happy, Soft, Sunny, Warm and Sweet
- **Bright Yellow:** Enlightening, Sunshine, Cheerful, Friendly, Hot, Luminous and Energy
- **Greenish Yellow:** Lemony, Tart, Fruity and Acidic
- **Golden Yellow:** Autumn, Flowers, Harvest, Rich, Sun, Warm, Wheat, Comforting, Sun-Baked and Buttery
- **Cream:** Smooth, Rich, Warm, Neutral, Soft, Classic and Delicious,
- **Beige:** Classic, Sandy, Earthy, Neutral, Soft, Warm and Bland
- **Earth Brown:** Rooted, Wholesome, Sheltering, Masculine, Woodsy, Warm, Durable, Secure, Rustic, Earth and Dirt
- **Coffee or Chocolate:** Rich and Delicious
- **Red Purple:** Exciting, Sensual, Flamboyant, Creative and Unique
- **Deep Plum:** Expensive, Regal, Classic, Powerful and Elegant
- **Blue Purple:** Mystical, Spiritual, Futuristic, Fantasy and Meditative
- **Lavender:** Nostalgic, Delicate, Sweet Scented and Floral
- **Grape:** Sophisticated, Sweet Taste and Subtle
- **Orchid:** Exotic, Flowers, Fragrant and Tropical
- **Light Blue:** Calm, Quiet, Peaceful, Cool, Water and Clean
- **Sky Blue:** Calming, Cool, Heavenly, Constant, Faithful, True, Dependable, Happy, Restful and Tranquil
- **Teal Blue:** Pleasing, Rich, Classy, Expensive and Unique
- **Bright Blue:** Electric, Energetic, Vibrant, Flags, Stirring, Happy and Dramatic
- **Navy:** Credible, Authoritative, Basic, Classic, Conservative, Strong, Dependable, Traditional, Uniforms, Service, Nautical, Confident, Professional, Serene and Quiet
- **Turquoise:** Ocean, Tropical and Jewelry
- **Aqua:** Cool, Fresh, Liquid, Ocean, Refreshing and Healing
- **Light Green:** Calm, Quiet, Soothing and Neutral
- **Dark Green:** Nature, Trustworthy, Refreshing, Cool, Restful, Stately, Forest, Quiet, Woodsy, Traditional and Money
- **Olive Green:** Military, Camouflage, Safari, Classic and Drab
- **Bright Green:** Fresh, Grass, Irish, Lively, Spring and Foliage
- **Bright Yellow-Green:** Artsy, Sharp, Bold, Gaudy, Trendy, Tacky, Slimy and Sickening
- **Lime:** Tart, Acidic, Refreshing, Fruity and Lively
- **Pure White:** Pure, Clean, Sterile, Innocent, Silent, Lightweight, Airy, Bright and Glistening
- **Black:** Powerful, Elegant, Mysterious, Heavy, Basic, Bold, Classic, Strong, Expensive, Magical, Nighttime, Invulnerable, Prestigious and Sober
- **Charcoal Gray:** Professional, Classic, Expensive, Sophisticated, Solid, Enduring and Mature
- **Neutral Gray:** Classic, Cool, Sober, Corporate, Practical, Timeless, Quality, Quiet and Ghostly
- **Taupe:** Classic, Neutral, Practical, Timeless, Quality and Basic
- **Silver:** Classic, Cool, Expensive, Money, Valuable and Futuristic
- **Gold:** Warm, Opulent, Expensive, Radiant, Valuable and Prestigious

COLOR CONNOTATIONS

examples of responsive color combinations



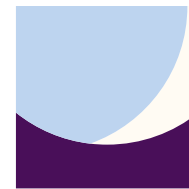
serene



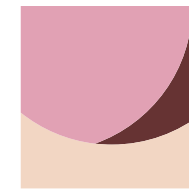
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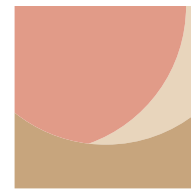
spiritual



spiritual



luscious



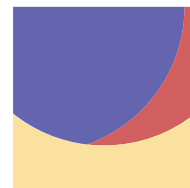
luscious



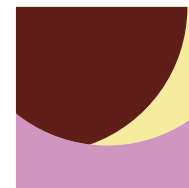
aged naturals



aged naturals



festive



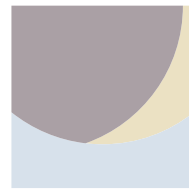
festive



sensual



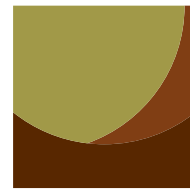
sensual



muted



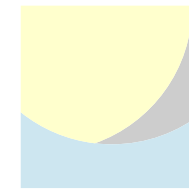
muted



earthy



earthy



delicate



delicate



progressive



progressive



cool



cool



warm



warm



powerful



powerful



playful



playful



elegant



elegant

Q: How could these color combinations translate in your web/mobile designs? Visualize your background, buttons, strokes, typography and other content.