**COLORS AND THEIR MEANINGS IN GRAPHIC DESIGN**

**YELLOW:**

On one hand **yellow** stands for freshness, happiness, positivity, clarity, **energy,** optimism, enlightenment, remembrance, intellect, honor, loyalty, and joy.

**PURPLE:**

The **color purple is** often associated with royalty, nobility, luxury, power, and ambition. **Purple** also represents meanings of wealth, extravagance, creativity, wisdom, dignity, grandeur, devotion, peace, pride, mystery, **independence,** and magic.

**TURQUOISE BLUE:**

The **color turquoise is** associated with meanings of refreshing, feminine, calming, sophisticated, energy, wisdom, serenity, wholeness, creativity, **emotional balance**, good luck, spiritual grounding, friendship, love, joy, tranquility, patience, intuition, and loyalty.

**RED:**

**Red** is the **color** of fire and blood, so it is associated with energy, war, danger, **strength,** power, determination as well as **passion, desire**, and love. **Red** is a very emotionally intense **color**. It enhances human metabolism, increases respiration rate, and raises blood pressure.

**BROWN:**

**Represents** steadfastness, **simplicity**, friendliness, dependability, and health. ... The **color brown** affects the mind and body by creating feelings of wholesomeness, stability, and peace

**LIGHT GREEN:**

It symbolizes **growth,** harmony, freshness, and fertility. **Green** has strong emotional correspondence with safety. Dark **green is** also commonly associated with money. **Green** has great healing power.

**ORANGE:**

**Orange** combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. **Orange** represents **enthusiasm**, fascination, happiness, creativity, **determination**, attraction, success, **encouragement,** and stimulation.

**BLUE:**

It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, **confidence,** intelligence, faith, truth, and heaven.