Common Colors and Their Most Common Meanings

* Red: energy, passion, excitement, power; also implies aggression, danger.
* Blue: coolness, spirituality, freedom, patience, loyalty, peace, trustworthiness; can also imply sadness, depression.
* Yellow: light, optimism, happiness, brightness, joy.
* Green: life, naturalness, restfulness, health, wealth, prosperity; in certain contexts, can imply decay, toxicity.
* Orange: friendliness, warmth, approachability, energy, playfulness, courage.
* Violet: wisdom, sophistication, celebration.
* White: purity, cleanliness, youth, freshness, peace.
* Black: power, elegance, secrecy, mystery.
* Gray: security, maturity, reliability.
* Pink: romance a feminine color.
* Brown: comfort, strength, stability, credibility.