Green is a mixed color meaning it is warm and cool. Green is beneficial for anything to do with health and healing and signals life. Psychologically it relates to balance and harmony of the mind, including the body and the emotions. Use green where you need people to see both sides of a situation as it aids in clear thinking and decision making. In the industrial world it is associated with new life and renewal.

Physiologically, green creates a sense of calm. It is known to reduce pain. It induces feelings promoting better health and healing. This color is associated with the environment, creating a sense of compassion and nurturing for all. Green makes people feel safe and welcome in places encouraging generosity, kindness and sympathy. In most cultures it is a great color for financial advisers, banks, and accountants. Because of this, green is also regarded as the color of money in the Western world.

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