

Color And Emotion

- Powerful, energizing
- Can convey strength, or aggression
- Can symbolize love, lust, affection
- Association with stop or negatives
(think stoplights or “in the red”)

- Mixture of powerful and friendly
- Positive energy, motivation
- Used in sports and games
- Association with hunger, warmth, and comfort

- Cheer, joy, happiness
- Can cause anxiety if overused

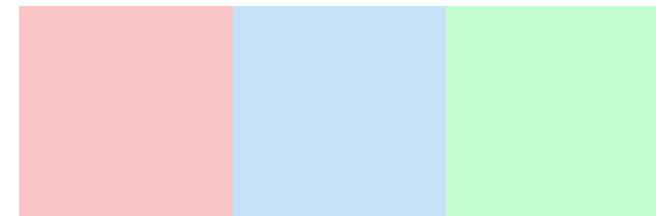
- Color of nature and growth
- Often used in “natural” or health-oriented products
- Also a strong association with money and wealth

- Trustworthy, stable
- Calming and well-liked
- Can feel cold and unwelcoming in some uses

- Imagination, spirituality, curiosity
- Used to show creativity and mystery
- Can also be associated with royalty and luxury

- Powerful and sophisticated
- Often associated with luxury and class
- Can also symbolize sadness and death

Pastel



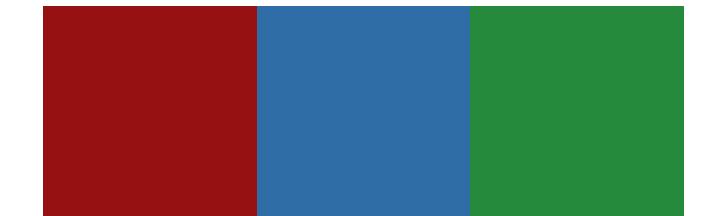
- Light
- Fun
- Carefree

Vibrant



- Contrast
- Attention
- Energetic

Dark



- Serious
- Trust
- Calming

Why are video games purple?

