

Design and the Psychology of Color

		Psychological Associations	Industry Associations
	Red	Activity, excitement, motivation, strength, confidence, warmth, love, passion, stimulation, anger, attention, danger	Dining, banking and finance, oil and gas, health, first responders
	Pink	Nurturing, compassion, warmth, softness, tenderness, sensitivity, beauty	Beauty, toys, apparel and accessories
	Orange	Excitement, enthusiasm, liveliness, energetic, warmth, vitality, happiness, affordability, friendliness, nature	Beverage, home improvement, courier, pharmaceuticals
	Yellow	Optimism, cheerfulness, friendliness, hopefulness, warmth, energetic, attention, caution, anger, frustration	Oil and gas, aviation, courier, industrial equipment
	Green	Calming, security, abundance, renewal, nature, growth, fertility, wellness, wealth, inspiration, luck, harmony, balance	Real estate, eco-products, chemicals, beverage, food, utilities, technology
	Blue	Peaceful, refreshing, reliable, security, competent, authority, communication, efficiency, duty, logic, coldness, sadness, distance	Banking and finance, aviation, technology, industrial equipment, utilities, pharmaceuticals, first responders
	Purple	Luxury, authenticity, quality, royalty, wealth, calming, soothing, romance, creativity, mystery, spiritual, imaginative, honor	Luxury goods, confectionery, technology, design, toys
	Brown	Ruggedness, seriousness, nature, warmth, reliable, steadfastness, comfortable, dull, dirty	Confectionery, food, coffee, recreation
	White	Sincerity, purity, soft, freshness, cleanliness, simplicity, clarity, peace, innocence, health, goodness, cold, impersonal, sterile	Wellness, technology, medicine, chemicals, aviation, design
	Black	Sophistication, glamour, power, stateliness, dignity, elegance, mystery, wealth, formality, death, mourning	Retail, apparel and accessories, communications, technology, finance, automotive
	Gray/Sliver	Innovation, scientific, professional, formal, sophistication, balance, simplicity, calming, maturity, cold, dull	Luxury goods, technology, finance, automotive, aviation, design
	Gold	Elegance, affluence, quality, elite, idealistic, prestige, luxury, spiritual, royalty, refinement	Luxury goods, apparel and accessories, automotive, confectionery, hospitality