

COLORS BRING

Emotion



**PANTONE
BLUE**

+ TRANQUILITY,
SECURITY,
INTEGRITY, PEACE,
LOYALTY, TRUST,
INTELLIGENCE

- COLDNESS, FEAR,
MASCULINITY



**PANTONE
TURQUOISE**

SPIRITUAL,
HEALING,
PROTECTION,
SOPHISTICATED

ENVY, FEMININITY



**PANTONE
GREEN**

FRESHNESS,
ENVIRONMENT,
NEW, MONEY,
FERTILITY, HEALING,
EARTH

ENVY, JEALOUSY,
GUILT



**PANTONE
YELLOW**

BRIGHT, SUNNY,
ENERGETIC, WARM,
HAPPY, PERKY, JOY,
INTELLECT

IRRESPONSIBLE,
UNSTABLE



**PANTONE
PURPLE**

+ ROYALTY, NOBILITY,
SPIRITUALITY,
LUXURY, AMBITION,
WEALTH

- MYSTERY,
MOODINESS



**PANTONE
PINK**

HEALTHY, HAPPY,
FEMININE, SWEET,
COMPASSION,
PLAYFUL

WEAK, FEMININITY,
IMMATURITY



**PANTONE
RED**

LOVE, PASSION,
ENERGY, POWER,
STRENGTH, HEAT,
DESIRE

ANGER, DANGER,
WARNING



**PANTONE
ORANGE**

COURAGE,
CONFIDENCE,
FRIENDLINESS,
SUCCESS

IGNORANCE,
SLUGGISHNESS



**PANTONE
BROWN**

+ FRIENDLY, EARTH,
OUTDOORS,
LONGEVITY,
CONSERVATIVE

- DOGMATIC,
CONSERVATIVE



**PANTONE
TAN**

DEPENDABLE,
FLEXIBLE, CRISP,
CONSERVATIVE

DULL, BORING,
CONSERVATIVE



**PANTONE
GOLD**

WEALTH, WISDOM,
PROSPERITY,
VALUABLE,
TRADITIONAL

EGOTISTICAL,
SELF-RIGHTEOUS



**PANTONE
SILVER**

GLAMOROUS,
HIGH TECH,
GRACEFUL, SLEEK

INDECISIVE, DULL,
NON-COMMITTAL



**PANTONE
WHITE**

+ GOODNESS,
INNOCENCE,
PURITY, FRESH,
EASY, CLEAN

- ISOLATION, PRISTINE,
EMPTINESS,



**PANTONE
GRAY**

SECURITY,
RELIABILITY,
INTELLIGENCE,
SOLID

GLOOMY, SAD,
CONSERVATIVE



**PANTONE
BLACK**

PROTECTION,
ELEGANCE,
DRAMATIC, CLASSY,
FORMALITY

DEATH, EVIL,
MYSTERY