The Psychology of Color

Color psychology is a powerful tool in branding, marketing, and design in general. This chart provides a quick glimpse at the psychology behind 12 of the world’s most popular colors. While context and culture matter, research has shown that these are the emotions most often associated with each color. Whichever medium you’re working in, this quick reference guide will help you pick the color that best communicates the meaning behind your design.

**Red**
- **Positive:** Power, Passion, Energy, Fearlessness, Strength, Excitement
- **Negative:** Anger, Danger, Warning, Defiance, Aggression, Pain

**Orange**
- **Positive:** Courage, Confidence, Warmth, Innovation, Friendliness, Energy
- **Negative:** Deprivation, Frustration, Frivolity, Immaturity, Ignorance, Sluggishness

**Yellow**
- **Positive:** Optimism, Warmth, Happiness, Creativity, Intellect, Extraversion
- **Negative:** Irrationality, Fear, Caution, Anxiety, Frustration, Cowardice

**Green**
- **Positive:** Health, Hope, Freshness, Nature, Growth, Prosperity
- **Negative:** Boredom, Stagnation, Envy, Blandness, Enervation, Sickness

**Turquoise**
- **Positive:** Communication, Clarity, Calmness, Inspiration, Self-expression, Healing
- **Negative:** Boastfulness, Secrecy, Unreliability, Reticence, Fence-sitting, Aloofness

**Blue**
- **Positive:** Trust, Loyalty, Dependability, Logic, Serenity, Security
- **Negative:** Coldness, Aloofness, Emotionless, Unfriendly, Uncaring, Unappealing

**Purple**
- **Positive:** Wisdom, Luxury, Wealth, Spirituality, Imaginative, Sophistication
- **Negative:** Introspection, Decadence, Suppression, Inferiority, Extravagance, Moodiness

**Magenta**
- **Positive:** Imaginative, Passion, Transformation, Creative, Innovation, Balance
- **Negative:** Outrageousness, Nonconformity, Flippancy, Impulsiveness, Eccentricity, Ephemerality

**Brown**
- **Positive:** Seriousness, Warmth, Earthliness, Reliability, Support, Authenticity
- **Negative:** Humorlessness, Heaviness, Unsophisticated, Snares, Dirtiness, Conservativeness

**Black**
- **Positive:** Sophistication, Security, Power, Elegance, Authority, Substance
- **Negative:** Oppression, Coldness, Menace, Heaviness, Evil, Mourning

**Gray**
- **Positive:** Timelessness, Neutrality, Reliability, Balance, Intelligence, Strength
- **Negative:** Unconfident, Dampness, Depression, Hibernation, Lack of energy, Blandness

**White**
- **Positive:** Cleanliness, Clarity, Purity, Simplicity, Sophistication, Freshness
- **Negative:** Sterility, Coldness, Unfriendliness, Elitism, Isolation, Emptiness