

## BLACK

Serious, Distinctive, Formality, Elegant, Bold, Powerful, Sophisticated, Expensive, Protection, Dramatic, Classy, Mystery, Intense, Excited, Fierce, Evil, Night, Death

## DARK GRAY

Conservative, Classic, Responsible, Dull, Somberness, Authority, Security, Reliability, Intelligence, Solid

## LIGHT GRAY/SILVER

Sleek, Modern, Classy, Neutral, Logical, Rich, Practical, Reserved, Trust, Cool, Authority, Maturity, Glamorous, High Tech, Graceful, Security, Sleek, Stability

## IVORY/CREAM

Classic, Soft, Comforting, Natural, Smooth, Dependable, Flexible, Crisp, Conservative

## WHITE

Purity, Truthfulness, Faith, Pristine, Contemporary, Refined, Airy, Hope, Simplicity, Cleanliness, Goodness, Safety, Fresh, Easy

## BROWN

Friendly, Earth, Outdoors, Longevity, Conservative, dogmatic, Conservative, Wholesome, Delicious, Rich, Rustic, Warm, Natural

## GOLD

Rich, Expensive, Valuable, Prestigious, Wealth, Prosperity, Tradition

## ORANGE

Fun, Cheeriness, Exuberant, Spontaneous, Optimism, Speed, Searching, Excited, Courageous, Friendly, Success, Confidence, Sunshine, Joy

## LIGHT ORANGE

Sincere, Concerned, Endearing, Emotional, Cool, Creativity, ideas, innovation

## YELLOW

Bright, Energy, Sun, Creativity, Intellect, Joy, Happy, Youth, Friendly, Positive Feelings, Sunshine, Surprise, Cowardice, Energetic, Caution,

## AMBER GOLD

History, Autumn, Earth, Richness, Tradition, Conservative

## LIGHT GREEN

Calm, Soothing, Refreshing, Young, Relaxed, Pondering, Considerate, Interesting, Discerning

## GREEN

Life, Growth, Nature, Money, Freshness, Fertility, Healing, Healthy, Fertile, Environmental, Reliable, Appetite, Harmony, Neutral, Calm, Involved, Sensitive, Tender

## TEAL

Serene, Sophisticated, Water, Coolness, Spiritual, Healing, Protection, Femininity, Relaxed

## BLUE

Authority, Nautical, Dignity, Security, Confidence, Classic, Stability, Trust, Happy, Relaxed, Cool, Approachable, Lively, Joyful, Peaceful, Tranquility, Royalty, Masculinity, Sincere, Sincerity, Wisdom, Intelligence, Faith, Heaven

## LIGHT BLUE

Calming, Patient, Cool, Water, Contentment, Trusting, Tranquility, Surreal, Visionary

## LIGHT PURPLE

Romantic, Sentimental, Nostalgic, Fragrant

## PURPLE

Sophisticated, Mysterious, Spiritual, Dramatic, Wealth, Royalty, Youth, Creative, Mischievous, Mystical, Deep Thinking, Nobility, Luxury, Ambition

## DARK PURPLE

Ecstasy, Relaxed, Harmony, Tranquility, Sophisticated, Romantic, Passionate, Joyful, Bliss

## LIGHT PINK

Romantic, Sweet Tasting, Femininity, Innocence, Softness, Youthful, Love, Affectionate, Warmth, Happy, Mellow

## HOT PINK

Exciting, Playful, Tropical, Flirtatious

## RED

Love, Energy, Power, Strength, Passion, Heat, Warning, War, Danger, Determination, Desire, Assertive, Sexy, Vitality, Fear, Speed

## DARK RED/MAROON

Earthy, Elegant, Wholesome, Passion, Delicious, Rich, Rustic, Warm, Natural, Rich, Refined, Tasty, Expensive, Luxurious

