

COLOR ASSOCIATIONS

1
○
Energy
Strength
Desire

2
○
Power
Elegance
Mystery

3
○
Enthusiasm
Happiness
Fascination

4
○
Safety
Purity
Clean

5
○
Joy
Intellect
Honor

6
○
Luxury
Ambition
Wisdom

7
○
Hope
Harmony
Freshness

8
○
Stability
Trust
Confidence

GOOD FOR

- Visual
- Creative

GOOD WHEN you need to pick a base color to emphasize meaning.

TRY TO select a word or group of words that best captures intent. Identify the associated color and discuss if it's a good place to start in building a color palette. (answers below –don't peek)

SOURCE: Tom Osborne and Viget Labs utilizing color associations from: <http://www.color-wheel-pro.com/color-meaning.html>