COLOR ASSOCIATIONS

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