

The psychological properties of the 11 basic colours are as follows:

Positive

Negative

RED



Physical courage, strength, warmth, energy, basic survival, 'fight or flight', stimulation, masculinity, excitement.

Defiance, aggression, visual impact, strain.

BLUE



Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm.

Coldness, aloofness, lack of emotion, unfriendliness.

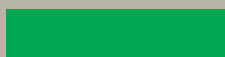
YELLOW



Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.

Irrationality, fear, emotional fragility, depression, anxiety, suicide.

GREEN



Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace.

Boredom, stagnation, blandness, enervation.

VIOLET



Spiritual awareness, containment, vision, luxury, authenticity, truth, quality.

Introversion, decadence, suppression, inferiority.

ORANGE



Physical comfort, food, warmth, security, sensuality, passion, abundance, fun.

Deprivation, frustration, frivolity, immaturity.

PINK



Physical tranquillity, nurture, warmth, femininity, love, sexuality, survival of the species.

Inhibition, emotional claustrophobia, emasculation, physical weakness.

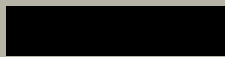
GREY



Psychological neutrality.

Lack of confidence, dampness, depression, hibernation, lack of energy.

BLACK



Sophistication, glamour, security, emotional safety, efficiency, substance.

Oppression, coldness, menace, heaviness.

WHITE



Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency.

Sterility, coldness, barriers, unfriendliness, elitism.

BROWN



Seriousness, warmth, Nature, earthiness, reliability, support.

Lack of humour, heaviness, lack of sophistication.