

# Color symbolism and psychology by Dr. Eva Heller and Klausbernd Vollmar

Color	Symbolic meaning	Effect on emotion and mood
Yellow	Light, vitality, optimism, jealousy	Stimulating, active, relieving, lively, radiant, sauer
Orange	Sun, energy, warmth, pleasure, danger	Energising, vitalizing, stimulating, cheap, shabby
Red	Fire, love, erotic, dynamic, aggression, fight	Exciting, vivid, sexy, passionate, loud, angry
Pink	Tenderness, romantic, gentleness, sensitivity	Sweet, playful, lovely, softly, corny, childish
Magenta	Creativity, emancipation, dignity, mysticism	Vain, feminine, confident, shrill, loud, flashy, arrogant
Violett	Spirituality, faith, religion, magic, luxury, pride	Mystical, festive, majestic, sensual, supernatural, lonely
Lilac	Last chance, withdrawal, introvert	Discreet, modest, elderly, outdated, old-fashioned
Blue	Sympathy, harmony, loyalty, faithfulness, friendship, deceit	Serious, genuine, consolidating, calming, longing, yearning
Turquoise	Elegance, honesty, coldness, ice, rigid, water	Calm, cool, observant, fresh, cautious, cold
Green	Fitness, health, organic, nature, security, envy, jealousy	Vitalizing, natural, hopeful, bitter, toxic, unripe
White	Purity, cleanliness, purity, peace, tranquility, sterility	Timeless, bright, radiant, peaceful, festive, clean, sterile
Grey	Neutral, serenity, wisdom, age, loneliness, isolation	Elegant, noble, undecided, depressing, monotonous
Black	Elegance, sophistication, secret, grief, sorrow, death	Modern, festive, dignified, dominant, sad, depressing
Brown	Rustic, natural, wood, loneliness, poverty, dirt	Cosy, native, down-to-earth, natural, serious, poor
Gold	Wealth, money, glory, fame, stardom, egoism, pomp	Royal, majestic, attractive, festive, tempting, rather warm
Silver	Modesty, distanced, silence, elegance, mature	Stylish, graceful, clear, bright, unconventional, rather cool