

Gray/Grey
more artistic
work longer
more creative
needs accents
chameleon

Pink
Sweet
Intensifies when applied
Feminine
Can be calming

White
Delicate, refined
Symbol of purity chastity
cleanliness
Softens edges between colors
All white feels forced, empty
Encourages precision, clarity

Violet
Most complex
Tire of it faster
Uncertainty, royalty,
dignity
Women accept it
universally

Orange
declassifying broad appeal
informal
stimulating
inexpensive
seasonal connotations and preference

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Color Me Crazy

By: Troy Christensen

Blue

cool color
moves away from you
needs relief colors
respect, responsibility,
authority
tranquilizing
elongates time
poor color around food

Red

emotion, stimulating, hot
raises blood pressure, pulse &
heart rate
measurable cellular reaction
stimulates appetite
pay more
lose track of time
separate gender responses
improved sense of smell

Yellow

requires the most visual
processing
stimulates memory
warm, inviting, cheerful
value for money
draws attention
loose temper faster
babies cry more
elderly loose minor muscle
control

Green

natural
cool color closest to
warm
peaceful, relaxation,
serenity
fast adjustment
"money"
soothes pain
easiest to see

Black

mysterious
reinforces other colors
positive & negative effects
strong authority, powerful
limited positive décor use
slimming
powerful accent