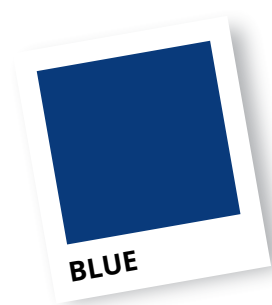


the psychology of COLOUR



POSITIVE ASSOCIATIONS

Tranquility, Security, Integrity, Peace, Loyalty, Trust, Intelligence

NEGATIVE ASSOCIATIONS

Cool, Aloof, Fear, Unfriendly, Sadness, Unemotional

Sophisticated, Honest, Spiritual, Protective, Clarity, Compassion

POSITIVE ASSOCIATIONS

NEGATIVE ASSOCIATIONS

Boastfulness, Secrecy, Aloofness



POSITIVE ASSOCIATIONS

Balance, Harmony, Refreshing, Peace, Fertility, Restorative

NEGATIVE ASSOCIATIONS

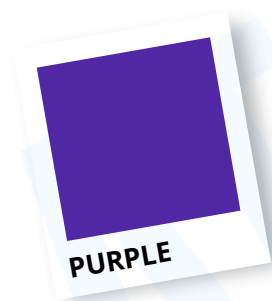
Boredom, Envy, Sickness

Happiness, Optimism, Self-Confidence, Self-Esteem, Joyful

POSITIVE ASSOCIATIONS

NEGATIVE ASSOCIATIONS

Anxiety, Irrationality, Frustration



POSITIVE ASSOCIATIONS

Royalty, Wisdom, Luxury, Creativity, Mystical, Ambition, Wealth

NEGATIVE ASSOCIATIONS

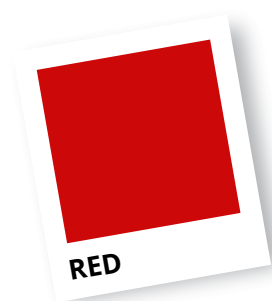
Moodiness, Introversion, Suppression, Extravagance

Supportive, Warm, Compassionate, Caring, Healthy, Sweet

POSITIVE ASSOCIATIONS

NEGATIVE ASSOCIATIONS

Instability, Impulsiveness, Immaturity



POSITIVE ASSOCIATIONS

Passion, Action, Love, Excitement, Strength, Power, Courage

NEGATIVE ASSOCIATIONS

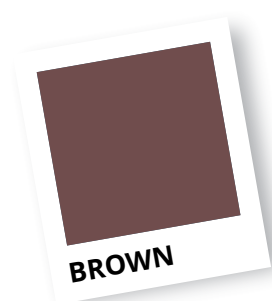
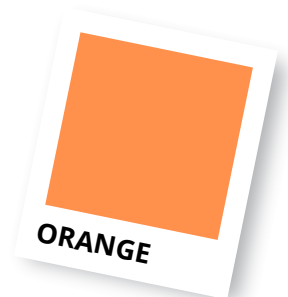
Negative, Aggressive, Dominant, Demanding

Playful, Innovation, Confidence, Successful, Exciting, Courage

POSITIVE ASSOCIATIONS

NEGATIVE ASSOCIATIONS

Immaturity, Frustration, Ignorance



POSITIVE ASSOCIATIONS

Seriousness, Warmth, Earthiness, Reliability, Authenticity

NEGATIVE ASSOCIATIONS

Conservative, Dogmatic, Heaviness, Sadness

Timelessness, Neutrality, Balance, Intelligence, Strength

POSITIVE ASSOCIATIONS

NEGATIVE ASSOCIATIONS

Unconfident, Blandness, Depression

