

# Psychological Effects of Color

**Red:** brings heat to a space – can be powerful, aggressive, high energy, passionate, angry, unsettling, and may lead to anxiety.

**Yellow:** only warm color that can be associated with happiness, creativity, energy, fun and innocence, that can recreate the colors of sunlight.

**Green:** gives a soothing, calming feel if not overdone because it relates back to nature and harmony, may also connote positivity and luck.

**Blue:** relates back to nature and blue spaces like the ocean and sky, evoking feelings of serenity, calm, and freshness; but may also lead to sadness.

**Purple:** associated with luxury and privilege; toned-down hues like lavender are soft and feminine but darker hues may lead to arrogance, frustration, and irritability.

**Grey:** its neutrality can bring a balance of hues to a space but is usually linked to being cold and unwelcoming.

**Brown:** close to nature (like wood) that depicts strength, stability, comfort and warmth but can sometimes be dull and unimaginative.

**Black:** not a cheerful color because it is most often linked to death and mystery, but can also lead to feelings of sophistication and sexuality and add dramatic effects to a space.

**White:** common neutral color that adds brightness to any space and gives off feelings of purity, cleanliness, and innocence.