
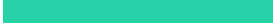














# THE PSYCHOLOGY OF COLOUR

						
<b>BLUE</b>	<b>TURQUOISE</b>	<b>GREEN</b>	<b>YELLOW</b>	<b>PURPLE</b>	<b>PINK</b>	<b>RED</b>
<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>
Tranquillity Security Integrity Peace Loyalty Trust Intelligence	Spiritual Healing Protection Clarity Inspiration Self expression	Freshness Environment New Money Fertility Healing Earth	Bright Sunny Energetic Warm Happy Perky Joy	Royalty Nobility Spirituality Luxury Ambition Wealth	Imaginative Passion Happy Feminine Sweet Compassion Playful	Love Passion Energy Power Strength Heart Desire
<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>
Coldness Fear Masculinity	Unreliability Boastfulness Secrecy	Envy Jealousy Guilt	Irresponsible Unstable	Mystery Moodiness	Impulsiveness Flippancy Immunity	Anger Danger Warning
						
<b>ORANGE</b>	<b>BROWN</b>	<b>GOLD</b>	<b>SILVER</b>	<b>GREY</b>	<b>BLACK</b>	<b>WHITE</b>
<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>	<u>POSITIVE</u>
Courage Confidence Friendliness Success Energy Warmth	Seriousness Warmth Earth Longevity Conservative Reliability Support	Wealth Wisdom Prosperity Valuable Traditional	Glamorous High Tech Graceful Sleek Soothing	Security Reliability Intelligence Neutral Timeless Balance	Sophistication Security Power Elegance Authority Substance	Goodness Innocence Purity Fresh Clean Easy
<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>	<u>NEGATIVE</u>
Ignorance Sluggishness	Dull Boring Conservative	Egotistical Self righteous	Indecisive Dull Non committal	Gloomy Sad Conservative	Death Evil Mystery	Isolation Pristine Emptiness