

Designer Touches Color Psychology

	<u>Emotional</u>	<u>Physical</u>	<u>Behavioral</u>
<i>Red</i>	Passion Love Strength Anger	Raises Blood Pressure Raises Heart Rate Stimulates Appetite	Hot Aggressive Danger Stop
<i>Orange</i>	Happy Energetic Pleasant Social	Encourages Movement Provides energy Vigor	Movement Fast Food
<i>Yellow</i>	Warm Cheerful Solitary Irritable	Poor skin reflection Bright Reflective	Lively Secure Caution Slow
<i>Green</i>	Friendly Calming Neutral Balanced	Concentration Focus Attention	Jealously Envy Money Avarice
<i>Blue</i>	Isolated Peaceful Cool Distant	Lowers Blood Pressure Decreases appetite	Calm Conservative Loyal Trusting
<i>Purple</i>	Spiritual Enlightened Creative Artistic	Calming Relaxing Helps insomnia	Surprise Magic Regal Royal Rare