

What Color Says

Red: Demands attention. Shows power, confidence, energy, and courage.
Attracts and excites.

Blue: Trustworthy and dependable; calming and approachable. Light blue: kind and serene. Dark blue: respectable, conservative, and intelligent.

Yellow: Sparkling personality. Radiates joy and attracts attention. People-oriented and optimistic. Will give you and others an emotional lift.

Green: Emotionally calming. Stable, down-to-earth, loyal and hard-working. Nurturing and helpful.

Orange: Attracts people. Adventurous, fun and energetic. Extrovert; adventurer.

Violet: Creative and sensitive. Dark purple: individualist, mysterious, self-confident.
Lavender: romantic.

Pink: Approachable, gentle, kind and compassionate, charitable and loving.

Peach: Compassion, earthiness, passion and sociable. Warm and inviting.

Brown: A good listener who puts others at ease, stimulates conversation. Secure but not arrogant. Humble, supportive.

Gray: Denotes a strong work ethic. Passive, mature, efficient, wise, refined.

Black: Authoritative, sophisticated and respectable; independent, intimidating, intriguing.

White: Clean, refined and open to change. Symbolizes purity, innocence, and morality.
Inspires trust.

Yellow + Purple: Unconventional and effervescent. Bold and willing to take risks.

Blue + green: Puts others at ease. Creative, serene, and a wonderful “second fiddle” combination if you don’t want to overshadow another person.

Aqua + Black: Cool and confident with a tender, youthful side.

The list could go on and on, but once you learn the basic character of the individual hues, you can use them in combinations to create a background for what you are trying to communicate. Above all, keep in mind that color is the first thing a person notices about your outfit and the last thing they’ll remember. It can be a subtle and yet intense way of not only getting your message across, but of revealing a part of who you are as a person. So go out there and color your world!