

ABOUT COLOR ASSOCIATIONS

*Colors exist in relationship to their surroundings.
The proportions of one color to another changes the effect.
What you use color for is more important
than the color you choose.*

ELEGANT COLORS: Up market. High style. Expensive. Snob-value. Quality.

GOLD, SILVER, COPPER, METALLICS, BLACK, CHOCOLATE, GREY, MAROON, NAVY BLUE



MASCULINE COLORS: Anything used minimally with restraint. The Royal Enclosure at Ascot.

BLACK, SILVER, GREY, PURPLE, BURGUNDY, OLD-LEATHER BROWN, DARK RACING GREEN



FEMININE COLORS: Gentle pastels. Misty. Sentimental. Caring. Loving. Spring like.

PALE BLUES, PALE PINKS, YELLOWS, PALE GREYS, FLESH COLORS



FRESH, CLEAN, HEALTHY COLORS: Cool water. Dewy lawns. The scent of lime or lemon.

DAFFODIL YELLOW, BRIGHT BLUE, BRIGHT GREENS OF ALL KINDS



NATURAL COLORS: Security. Dependability. Food that Grandmother used to make.

BROWNS, ORANGES, QUIET GREENS, REDS, GOLDS, ALL EARTH COLORS



LOUD COLORS: Dominating. Vibrant. Aggressive. Shouting. Vivid.

PRIMARY RED, (YELLOW, BLUE) SECONDARY (ORANGE, GREEN, PURPLE) BLACK, WHITE,



QUIET COLORS: Peaceful. Passive. Unassuming. Dull.

ALL COLORS THAT ARE MUTED AND SUBDUED



CLASHING COLORS: Dynamic. Exciting. Startling. Don't overdo this!

UNEXPECTED COMBINATION OF ANY TWO OR MORE COLORS.



COOL COLORS: Recessive. Calm. Sedate. Status. Remote. OK for large areas on page.

BLUE, GREEN, PALE YELLOW, PALE PINK, PALE PURPLE, VIOLET



WARM COLORS: Cheerful. Stimulating. Active. Fun. Only for small areas on the page.

RED, RED ORANGE, ORANGE, GOLD, DEEP YELLOW, RICH BROWNS



LIGHT COLORS: Soft. Transparent. Airy. Quiet. Shy. Fine for backgrounds.

ANY HUE WITH WHITE IN IT



DARK COLORS: Heavy. Dense. Depressing. Ponderous. Dignified. Expensive. Best for type.

DARK RED, DARK PURPLE, DARK GREEN, DARK BLUE, BLACK, BROWN, DARK GREY



YOUR FAVORITE COLOR:

DOES IT FIT YOUR IMAGE?

