

Color As Feelings

Colors create feelings and physical sensations and can also convey certain actions or movement.

Bright colors are emotionally active and seem to move forward while cool duller colors are more "passive" and are best used as a background.

Colors make us feel a certain way. Think about the feeling, flavor, or emotion you would like your poster to convey. Then check out the list below to see how you can use color to help emphasize your poster's message!

Red

Excitement, energy, passion, desire, speed, strength, power, heat, love, aggression, danger, fire, blood, war, violence, intensity, celebration, luck, stop or danger, Christmas, and Valentine's Day

Green

Nature, environment, health, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, go signal, St. Patrick's Day and Christmas

Purple

Royalty, nobility, spirituality, ceremony, mystery, transformation, wisdom, enlightenment

Gray

Security, reliability, intelligence, somberness, modesty, dignity, maturity, solidity, practicality, old age, sadness

White

Reverence, purity, blankness, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, goodness, marriage, cold, clinical, sterile

Yellow

Joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, deceit, illness, hazard, warning

Blue

Peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, depression, immortality, masculinity, protection

Orange

Energy, balance, warmth, enthusiasm, vibrancy, expansiveness, flamboyancy, autumn, Halloween

Brown

Earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, comfort, trees, nature, autumn

Black

Power, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, sadness, remorse, anger, underground, technical, mourning, death

TIP:

Remember that colors can inspire people. For example: Flag colors, team uniforms, ribbons, and badges!