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## RED

### POSITIVE

Power  
Passion  
Energy  
Fearlessness  
Strength  
Excitement

### NEGATIVE

Anger  
Danger  
Warning  
Defiance  
Aggression  
Pain

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## ORANGE

### POSITIVE

Courage  
Confidence  
Warmth  
Innovation  
Friendliness  
Energy

### NEGATIVE

Deprivation  
Frustration  
Frivolity  
Immaturity  
Ignorance  
Sluggishness

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## YELLOW

### POSITIVE

Optimism  
Warmth  
Happiness  
Creativity  
Intellect  
Extraversion

### NEGATIVE

Irrationality  
Fear  
Caution  
Anxiety  
Frustration  
Cowardice

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## GREEN

### POSITIVE

Health  
Hope  
Freshness  
Nature  
Growth  
Prosperity

### NEGATIVE

Boredom  
Stagnation  
Envy  
Blandness  
Enervation  
Sickness

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## TURQUOISE

### POSITIVE

Communication  
Clarity  
Calmness  
Inspiration  
Self-expression  
Healing

### NEGATIVE

Boastfulness  
Secrecy  
Unreliability  
Reticence  
Fence-sitting  
Aloofness

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## BLUE

### POSITIVE

Trust  
Loyalty  
Dependability  
Logic  
Serenity  
Security

### NEGATIVE

Coldness  
Aloofness  
Emotionless  
Unfriendliness  
Uncaring  
Unappetizing

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## PURPLE

### POSITIVE

Wisdom  
Luxury  
Wealth  
Spirituality  
Imaginative  
Sophistication

### NEGATIVE

Introversion  
Decadence  
Suppression  
Inferiority  
Extravagance  
Moodiness

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## MAGENTA

### POSITIVE

Imaginative  
Passion  
Transformation  
Creative  
Innovation  
Balance

### NEGATIVE

Outrageousness  
Nonconformity  
Flippancy  
Impulsiveness  
Eccentricity  
Ephemerality

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## BROWN

### POSITIVE

Seriousness  
Warmth  
Earthiness  
Reliability  
Support  
Authenticity

### NEGATIVE

Humorlessness  
Heaviness  
Unsophisticated  
Sadness  
Dirtiness  
Conservativeness

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## BLACK

### POSITIVE

Sophistication  
Security  
Power  
Elegance  
Authority  
Substance

### NEGATIVE

Oppression  
Coldness  
Menace  
Heaviness  
Evil  
Mourning

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## GRAY

### POSITIVE

Timelessness  
Neutrality  
Reliability  
Balance  
Intelligence  
Strength

### NEGATIVE

Unconfident  
Dampness  
Depression  
Hibernation  
Lack of energy  
Blandness

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## WHITE

### POSITIVE

Cleanliness  
Clarity  
Purity  
Simplicity  
Sophistication  
Freshness

### NEGATIVE

Sterility  
Coldness  
Unfriendliness  
Elitism  
Isolation  
Emptiness

# Colour choices as concepts.

Think about how you experience colours, when you're out in the world interacting with brands.

OPTIMISM	ALERTING CONFIDENT			
FRIENDLY	FUN SECURITY			
EXCITEMENT	URGENCY POWERFUL			
CREATIVE	LUXURIOUS WISE			
TRUST	INTELLIGENCE CALM			
PEACEFUL	NATURAL HEALTH			
BALANCE	NEUTRAL BOLD			

MADE BY MYRANDA WICKS DESIGNS