Colour Symbols

RED: The colour of assertion, strength, excitement, vitality, physical power, outgoing, ambitious and impulsive.
ORANGE: Midway between red and orange it is a cheerful colour. It is a flamboyant and lively colour. Orange can be assertive.
YELLOW: We associate yellow with sunshine and it represents light. It creates a feeling of hope, happiness and wisdom. The colour evokes an optimistic sense of wellbeing and natural light. It is airy, radiant and atmospheric. Yellow gives the feeling that all is okay with the world.
GREEN: The colour of harmony, balance and security. Green also has a calming effect and symbolic meaning of hope, peace, gentleness and modesty. It is soothing, refined and civilized with great healing power. Green suggests stability and endurance, hope and growth.

Colour Symbols

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BLUE: The colour of the sea and sky, it has a quality of cool expansiveness and openness. Soft, soothing, compassionate and caring, blue is an introspective colour. Blue is often a formal colour which represents wisdom and steady character. Many superheroes wear blue
PURPLE: A combination of red and blue, purples are regal. Pale shades are restful and serene. Lavenders signify refined things of life, creative, witty and civilised
BROWN: The colour of living wood and the earth. Rich, subtle and extraordinarily restful to look upon, brown creates a feeling of coolness and warmth at the same time. It is a steady, dependable, conscientious and reliable colour
BLACK: Mysterious and hidden, In most Western cultures, black is the symbol of grief. However, black can be dignified and showy with sophistication
WHITE: Symbolic of safety, cleanliness and purity. White emanates youth, perfection and innocence.
GRAY: This colour represents caution and compromise. Many beautiful greys can be made by mixing complimentary colours together. Gray's give a sense of peace.