

Company Identity Color Associations

Red

Positive Associations: happiness, aggression, impulsiveness, optimism, strength, masculinity, dynamism, mobility, passion; appeals to people who live their lives with a tremendous amount of intensity

Negative Associations: explosiveness, death, war, anarchy, the devil, blood

Orange

Positive Associations: communication, marriage, organic, ambition, cheerfulness, expansiveness, richness, generosity, receptivity

Negative Associations: malevolence

Yellow

Positive Associations: cheeriness, enlightenment, sunshine, intelligence, action, youth

Negative Associations: cowardliness, treachery

Green

Positive Associations: nature, fertility, life, hope, prosperity, stability, security

Negative Associations: decay, mold, envy, jealousy

Blue

Positive Associations: spirituality, femininity, conservatism, devotion, justice, rationality, passivism, tranquility, contentment, hygiene

Negative Associations: melancholy darkness, discouragement, doubt

Purple

Positive Associations: royalty, loyalty, power, memories, truth, religion

Negative Associations: lust, decadence, penitence, mourning, secrecy, mystery

Brown

Positive Associations: organic, strength, masculinity, earthiness, compactness, health, utility

Negative Associations: vulgarity, barrenness, impoverishment

Black

Positive Associations: impenetrability, distinction, nobility, elegance, darkness

Negative Associations: death, sickness, despair, denial, eternal silence, evil, sin

White

Positive Associations: purity, refreshment, perfection, infinite wisdom, truth

Negative Associations: blankness, absolute silence, ghostliness, void

Gray

Positive Associations: autonomy, neutrality

Negative Associations: indecision, fear, monotony, depression, age