

Color Branding

Instruction: Infer the meanings of the following colors. Put the right colors to each meaning. Use any coloring materials (pencils, pens, watercolor, etc).

+ tranquility, love, loyalty, security, trust, intelligence - coldness, fear, masculinity	+ love, energy, power, strength, passion, heat - anger, danger, warning	+ friendly, earth, outdoors, longevity, conservative - dogmatic, conservative
+ money, growth, fertility, freshness, healing - envy, jealousy, guilt	+ healthy, happy, feminine, compassion, sweet, playful - weak, femininity, immaturity	+ dependable, flexible, crisp, conservative - dull, boring, conservative
+ royalty, nobility, spirituality, luxury, ambition - mystery, moodiness	+ bright, energy, sun, creativity, intellect, happy - irresponsible, unstable	+ security, reliability, intelligence, solid - gloomy, sad, conservative
+ spiritual, healing, protection, sophisticated - envy, femininity	+ courage, confidence, friendliness, success - ignorance, sluggishness	+ protection, dramatic, classy, formality - death, evil, mystery
+ glamorous, high tech, graceful, sleek	+ wealth, prosperity, valuable, traditional	+ goodness, innocence, purity, fresh, easy, clean

Match the colors below to infer color meanings.

RED	PINK	ORANGE
SILVER	GRAY	BLACK
TURQUOISE	PURPLE	BLUE
GOLD	YELLOW	TAN/BEIGE
GREEN	WHITE	BROWN