

NAME:

GROUP:

COLOR MEANING

Color Symbolism, by Read Write Now - <https://youtu.be/u4jc3KzqaOM>

Drag the texts to complete the table.

	Where? Psychological aspects	POSSITIVE ASSOCIATIONS	NEGATIVE ASSOCIATIONS
	darkness, night		
	light		
	rocks, stones sturdiness		
	chocolate, cafe A natural and earthy color. It can be very soothing		
	blood, fire raises the heart rate and increases appetite, moves forwards		
	sun releases serotonin, the happiness hormone, grabs attention		
	sunset, fall leaves, fruits attention-getting color, call to action		
	blissoms		
	nightfall stimulates problem solving, the most expensive color to historically produce		
	sky, water, ice moves backwards, creates depth		
	nature, plants easiest color for the eye to process		

organic
warmth
wholesome
ruggedness

isolated
empty
sterile
plain

innocence
serenity
sincerity
softness

dull
lifeless
inactive
indifferent

elegance
sophistication
power
mystery

anger
fire
danger
emergency

solid
neutral
professional
timeless

serious
secretive
grief
fear

love
passion
vitality
energy

drab
boring
frugal
predictable

calm
safe
reliable
competence

childish
frivolous
emotional needs
unrealistic expectations

joy
optimism
enthusiasm
happiness

brash
superficial
naive
exhibitionist

nature
environment
fresh
healthy

critical
impulsive
cowardice
jealousy

fun
energy
warmth
excitement

greed
evil
jealousy
inexperience

sweet
young
kindness
feminine

pompous
impractical
cynical
corrupt

luxury
royalty
individual
imaginati

cold
unfriendly
depression
melancholy



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