



COLOUR MEANINGS



Find the answers in the texts below:

Colour idioms:

I'm very jealous: I'm _____ with envy.

I didn't like her dress, but I didn't want to offend her so I told her a _____ lie.

I saw _____ when my boss refused to give me a pay rise. I was so angry!

I met our new supplier: he turned up out of the _____ in my office. I didn't expect him so I wasn't ready to negotiate!

The manager is really in the _____ today: he went jogging early this morning and now he wants to organise a tennis match during lunchtime.

Do NOT try to compare apples and _____s : those products are totally different.

Accountancy is a bit of a _____ area for me: I've never liked maths and figures and numbers have never liked me I guess!!

Mary was so stressed to speak in front of an audience that she nearly _____ed out !

People who _____ bag it each day eat healthier foods than those who go out for lunch.

Colour quiz:

This colour makes you feel calm and relaxed :

It symbolises calmness or clarity and helps you to concentrate :

Stability, honesty and comfort will be symbolised by the colour ...

You will be seduced or intimidated by the powerful and elegant colour ...

If you want to convey health and harmony, use

Advertisers love me: I symbolise action, energy and strength and I will definitely catch your attention :

Use me and you will create a warm and optimistic atmosphere :

Many brands choose my colour in their logos because I inspire security, reliability and trust :

NB: UK vs US

to symbolise / symbolize

grey/gray

colour/color



PINK

THE COLOR OF LOVE AND COMPASSION. PINK IS KIND AND COMFORTING, FULL OF SYMPATHY AND COMPASSION, AND MAKES US FEEL ACCEPTED. ITS FRIENDLY, PLAYFUL SPIRIT CALMS AND NURTURES US, BRINGING JOY AND WARMTH INTO OUR LIVES. PINK IS ALSO A FEMININE AND INTUITIVE COLOR THAT IS BURSTING WITH PURE ROMANCE.

" IN THE PINK - MEANS BEING IN GOOD HEALTH

#860051 #A70064 #C60077 #E7008B

SYMBOLIZES

COMPASSION
LOVE
FEMININITY
PLAYFULNESS



EFFECTS

SYMPATHIZES
CALMS
NURTURES
COMFORTS



POSITIVE

KINDNESS
WARMTH
ROMANCE
INTUITION



NEGATIVE

EMOTIONAL
TIMID
IMMATURE
UNCONFIDENT



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YELLOW

THE COLOR OF HAPPINESS AND OPTIMISM. YELLOW IS A CHEERFUL AND ENERGETIC COLOR THAT BRINGS FUN AND JOY TO THE WORLD. IT MAKES LEARNING EASIER AS IT AFFECTS THE LOGICAL PART OF THE BRAIN, STIMULATING MENTALITY AND PERCEPTION. IT INSPIRES THOUGHT AND CURIOSITY AND BOOSTS ENTHUSIASM AND CONFIDENCE.

" YELLOW BELLIED - MEANS TO BE COWARDLY AND AFRAID

#A98600 #DAB600 #E9D700 #F8ED62

SYMBOLIZES

HAPPINESS
OPTIMISM
POSITIVITY
INTELLECT



EFFECTS

CLARIFIES
INSPIRES
AMUSES
ENERGIZES



POSITIVE

CREATIVITY
PERCEPTION
MENTALITY
WARMTH



NEGATIVE

COWARDICE
DECEPTION
EGOTISM
CAUTION



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RED

THE COLOR OF PASSION AND ENERGY. RED DRAWS ATTENTION LIKE NO OTHER COLOR AND RADIATES A STRONG AND POWERFUL ENERGY THAT MOTIVATES US TO TAKE ACTION. IT IS ALSO LINKED TO SEXUALITY AND STIMULATES DEEP AND INTIMATE PASSION. RED IS UBIQUITOUSLY USED TO WARN AND SIGNAL CAUTION AND DANGER.

" SEEING RED - MEANS FEELING VERY ANGRY

#B00000 #C00000 #D00000 #FF0000

SYMBOLIZES

ACTION
STRENGTH
ENERGY
PASSION



EFFECTS

ATTENTION
MOTIVATES
STIMULATES
CAUTIONS



POSITIVE

SEXUALITY
COURAGE
DESIRE
CONFIDENCE



NEGATIVE

ANGER
DANGER
REVENGE
AGGRESSION



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TURQUOISE

THE COLOR OF CALMNESS AND CLARITY. TURQUOISE STABILIZES EMOTIONS AND INCREASES EMPATHY AND COMPASSION. IT EMITS A COOL CALMING PEACE, GIVES US A BOOST OF POSITIVE MENTAL ENERGY THAT IMPROVES CONCENTRATION AND CLARIFIES OUR MIND, AND CREATES A BALANCE THAT CLEARS THE PATH TO SPIRITUAL GROWTH.

" THE TURQUOISE - MEANS WATERS OF THE CARIBBEAN

#03878C #00C6CD #03D4DB #01E5F0

SYMBOLIZES

COMPASSION
CALMNESS
CLARITY
COMMUNICATE



EFFECTS

BALANCES
CLARIFIES
CALMS
STABILIZES



POSITIVE

CONCENTRATE
GROWTH
PEACE
EMPATHY



NEGATIVE

NARCISSISM
STRESS
SECRECY
BOASTFULNESS



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BLUE

THE COLOR OF TRUST AND LOYALTY. BLUE HAS A CALMING AND RELAXING EFFECT ON OUR PSYCHE, THAT GIVES US PEACE AND MAKES US FEEL CONFIDENT AND SECURE. IT DISLIKES CONFRONTATION AND TOO MUCH ATTENTION, BUT IT IS AN HONEST, RELIABLE AND RESPONSIBLE COLOR AND YOU CAN ALWAYS COUNT ON ITS SUPPORT.

“ OUT OF THE BLUE - MEANS TO APPEAR UNEXPECTEDLY

#003366 #003399 #0033CC #0033FF

SYMBOLIZES

SECURITY
TRUST
LOYALTY
RESPONSIBLE



EFFECTS

PROTECTS
CALMS
RELAXES
SUPPORTS



POSITIVE

CONFIDENCE
PEACE
HONESTY
RELIABILITY



NEGATIVE

CONSERVATIVE
PASSIVE
DEPRESSED
PREDICTABLE



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GRAY

THE COLOR OF COMPROMISE AND CONTROL. GRAY IS NEUTRAL, CONSERVATIVE AND UNEMOTIONAL. IT IS PRACTICALLY SOLID AS A ROCK, MAKING IT INCREDIBLY STABLE, RELIABLE AND CALMING. IT HAS A PEACEFUL, RELAXING AND SOOTHING PRESENCE. GRAY AVOIDS ATTENTION BUT OFFERS MATURE, INSIGHTFUL ADVICE TO ANYONE WHO ASKS.

“ GRAY AREA - MEANS SOMETHING UNCLEAR/UNDEFINED

#696969 #9A9A9A #BBBBBB #CCCCCC

SYMBOLIZES

COMPROMISE
NEUTRAL
CONTROL
PRACTICAL



EFFECTS

STABILIZES
CALMS
RELAXES
SOOTHES



POSITIVE

RELIABILITY
MATURITY
INTELLECT
CONSERVATIVE



NEGATIVE

PESSIMISTIC
SAD
INDECISIVE
UNEMOTIONAL



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PURPLE

THE COLOR OF SPIRITUALITY AND IMAGINATION. PURPLE INSPIRES US TO DIVULGE OUR INNERMOST THOUGHTS, WHICH ENLIGHTENS US WITH WISDOM OF WHO WE ARE AND ENCOURAGES SPIRITUAL GROWTH. IT IS OFTEN ASSOCIATED WITH ROYALTY AND LUXURY, AND ITS MYSTERY AND MAGIC SPARKS CREATIVE FANTASIES.

“ BORN TO THE PURPLE - MEANS BORN TO ROYALTY

#400040 #570057 #6B006B #800080

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SYMBOLIZES

SPIRITUALITY
MYSTERY
ROYALTY
IMAGINATION



EFFECTS

ENLIGHTENS
INSPIRES
UPLIFTS
ENCOURAGES



POSITIVE

COMPASSION
FANTASY
WISDOM
CREATIVITY



NEGATIVE

SENSITIVE
VIGILANT
IMMATURE
EMOTIONAL



GREEN

THE COLOR OF HARMONY AND HEALTH. GREEN IS A GENEROUS, RELAXING COLOR THAT REVITALIZES OUR BODY AND MIND. IT BALANCES OUR EMOTIONS AND LEAVES US FEELING SAFE AND SECURE. IT ALSO GIVES US HOPE, WITH PROMISES OF GROWTH AND PROSPERITY, AND IT PROVIDES A LITTLE BIT OF LUCK TO HELP US ALONG THE WAY.

“ GREEN WITH ENVY - MEANS TO BE VERY JEALOUS

#003300 #006600 #009900 #00B500

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SYMBOLIZES

HARMONY
SAFETY
GROWTH
HEALTH



EFFECTS

REVITALIZES
BALANCES
RELAXES
ENCOURAGES



POSITIVE

GENEROSITY
HOPE
PROSPERITY
LUCK



NEGATIVE

JUDGMENTAL
ENVY
MATERIALISM
INEXPERIENCE





ORANGE

THE COLOR OF ENTHUSIASM AND EMOTION, ORANGE EXUDES WARMTH AND JOY AND IS CONSIDERED A FUN COLOR THAT PROVIDES EMOTIONAL STRENGTH. IT IS OPTIMISTIC AND UPLIFTING, ADDS SPONTANEITY AND POSITIVITY TO LIFE AND IT ENCOURAGES SOCIAL COMMUNICATION AND CREATIVITY. IT IS A YOUTHFUL AND ENERGETIC COLOR.

“ APPLES AND ORANGES - MEANS TWO UNLIKE THINGS

#983D00 #C14D00 #D95700 #EA5E00

SYMBOLIZES

EMOTION
YOUTH
OPTIMISM
ENTHUSIASM



EFFECTS

ENCOURAGES
UPLIFTS
STIMULATES
COMMUNICATE



POSITIVE

SPONTANEITY
CREATIVITY
WARMTH
POSITIVITY



NEGATIVE

EXHIBITIONISM
SUPERFICIAL
IMPATIENT
DOMINATION



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BROWN

THE COLOR OF STABILITY AND RELIABILITY. BROWN IS DEPENDABLE AND COMFORTING. A GREAT COUNSELOR AND FRIEND FULL OF WISDOM. YOU CAN COUNT ON ITS HELP IF YOU NEED AN HONEST OPINION, SUPPORT AND PROTECTION. IT STABILIZES US, HELPS US STAY GROUNDED AND INSPIRES US TO APPRECIATE THE SIMPLE THINGS IN LIFE.

“ BROWN BAG IT - MEANS TO BRING YOUR OWN LUNCH

#3E1C00 #492201 #562B00 #633200

SYMBOLIZES

RELIABILITY
STABILITY
HONESTY
COMFORT



EFFECTS

SIMPLIFIES
PROTECTS
GROUNDS
STABILIZES



POSITIVE

APPRECIATION
SUPPORT
WISDOM
DEPENDABLE



NEGATIVE

BORING
DULL
TIMID
PREDICTABLE



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WHITE

THE COLOR OF PURITY AND INNOCENCE. WHITE IS A TRUE BALANCE OF ALL COLORS. IT IS ASSOCIATED WITH CLEANLINESS, SIMPLICITY AND PERFECTION. IT LOVES TO MAKE OTHERS FEEL GOOD AND PROVIDES HOPE AND CLARITY BY REFRESHING AND PURIFYING THE MIND. IT ALSO PROMOTES OPEN-MINDEDNESS AND SELF-REFLECTION.

" TELL WHITE LIES - MEANS SEEMINGLY HARMLESS LIES

#F8F8FF #FBFBF4 #FAFAFA #FFFAFA

SYMBOLIZES

CLEANLINESS
PURITY
INNOCENCE
PERFECTION



EFFECTS

REFRESHES
BALANCES
PURIFIES
SIMPLIFIES



POSITIVE

GOODNESS
HOPE
CLARITY
OPENNESS



NEGATIVE

BORING
COLD
EMPTY
DISTANT



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BLACK

THE COLOR OF POWER AND SOPHISTICATION. BLACK IS AN INCREDIBLY STRONG AND INTIMIDATING COLOR THAT EXUDES AUTHORITY AND MAKES US FEEL SECURE AND PROTECTED. OFTEN SEEN AT FORMAL AND PRESTIGIOUS EVENTS, THIS MYSTERIOUS MARVEL AROUSES AND SEDUCES OUR SENSES WITH ITS ELEGANCE AND SEXINESS.

" TO BLACK OUT - MEANS TO BECOME UNCONSCIOUS

#000000 #131313 #1C1C1C #212121

SYMBOLIZES

PROTECTION
POWER
ELEGANCE
SOPHISTICATED



EFFECTS

MYSTIFIES
SEDUCES
SECURES
INTIMIDATES



POSITIVE

FORMALITY
STRENGTH
PRESTIGE
AUTHORITY



NEGATIVE

DEPRESSION
SADNESS
PESSIMISM
DOMINANCE



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COLOUR MEANINGS



SOURCE: <https://www.color-meanings.com/white-color-meaning-the-color>