

# 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.

