

# THE PSYCHOLOGY OF

Colour psychology has been around for decades, and is used in everything from product packaging to restaurant wall colours. Colour can have an immense impact on our thoughts, emotions, and behavior in everyday life.

So what does your favorite color say about you?

If **red** is your colour, you may be somewhat:

- Bold
- A thrill-seeker
- An adventure-lover
- Potentially impulsive
- Perceived as intimidating



If **green** is your scene, you may be:

- Practical
- Down-to-earth
- Someone who loves to give advice
- Thoroughly enjoys helping others
- Outdoorsy; loves balance in life
- The type who analyzes first
- A problem-solver



If you're into **orange** you may project that you're:

- Full of fun and playful energy that people admire
- Social, maybe even an extrovert
- Nurturing
- One who enjoys deep conversation
- Cheerful
- Into being the host at parties or events
- The type who likes to dive in a get'er done



**yellow** isn't always mellow! You may be:

- Positive spirited
- Optimistic
- Cheerful and bubbly
- Full of infectious smiles and happiness
- Adventurous
- Calming for those around you



Is **purple** your fave? You might:

- Be very quick-witted
- Crave your own identity
- Love unique things
- Enjoy standing out from the pack
- Dance to the music no one else can hear
- Thrive on creativity
- Be randomly inspired and focused

Adapted from: <https://bigthink.com/mind-brain/color-personality-psychology?rebellitem=2#rebellitem2>

# COLOUR



If you rep **blue** you may possibly be:

- Dependable
- Trustworthy
- Gentle
- Compassionate
- Peaceful
- Loyal
- Strong
- A strategist who can easily adapt



If you're into **pink** you may be a bit:

- Fun
- Playful
- Naive, occasionally
- Quick to express your emotions
- Open, wearing your heart on your sleeve
- Love and family oriented

If you're all about **white** you may be somewhat:

- Calm
- Peaceful
- Innocent
- Perhaps a bit naive
- Into liking things clean and orderly
- Happy with "fresh starts" or a blank canvas



**black** might give the vibe of being:

- Bold
- A risk-taker
- Perhaps a little impulsive at times
- Serious (maybe a little too serious)
- Internally strong
- One who commands a sense of respect
- Trustworthy
- Perhaps a little intimidating

