



## Choosing a Color Palette

This is a great chart by [Carey Joliffe](#) that can help you pick colors that correspond with your Zone of Brilliance words and insure you pick a color palette that fits you and your brand. [Read this blog](#) I wrote on how to begin the color palette choosing process.

### THE PSYCHOLOGY OF COLOR



Mere color, unspoiled by meaning, and unallied with definite form, can speak to the soul in a thousand different ways. – Oscar Wilde

If used effectively color theory is one of the most powerful tools a designer can wield. Colors are a form of non verbal communication that can speak volumes in a fraction of a second. They can instantly set a mood, convey an emotion, invoke a physiological reaction or inspire people to take action. When we harness the right color emotion to help tell a client's story it can have a powerful effect. Below is a list of PMS colors and their associated moods.

<b>Deep Red - PMS 1945C</b> <i>Positive:</i> rich, elegant, refined, tasty, expensive, mature, sumptuous, cultivated, robust	<b>Foliage Greens - PMS 349C</b> <i>Positive:</i> natural, fertile, healthy, balance, life, growth, soothing, harmony, restful, restoration, reassurance, environmental awareness, new beginnings
<b>Brick Red - PMS 188C</b> <i>Positive:</i> earthy, warm, strong, sturdy, established, country	<b>Bright Green - PMS 347C</b> <i>Positive:</i> fresh, grass, Irish, lively, spring, renewal, lush
<b>Bright Red - PMS 186C</b> <i>Positives:</i> exciting, energizing, sexy, passionate, hot, dynamic, stimulating, provocative, dramatic, powerful, courageous, magnetic, assertive, impulsive, adventurous, demanding, stirring, spontaneous, motivating <i>Negative:</i> overly aggressive, violent, warlike, temperamental, antagonistic, danger	<b>Emerald - PMS 334C</b> <i>Positive:</i> luxurious, jewel-like, up-scale
<b>Bright Pink - PMS 205C</b> <i>Positive:</i> exciting, theatrical, playful, hot, attention-getting, high-energy, sensual, wild, tropical, festive, vibrant, stimulating, flirtatious <i>Negative:</i> gaudy	<b>Aqua - PMS 565C</b> <i>Positive:</i> water, refreshing, cleansing, young, babies, cool, dreamy, soft, lightweight
<b>Dusty Pink - PMS 693C</b> <i>Positive:</i> soft, subtle, cozy, dusky, gentle, composed, nostalgic	<b>Turquoise - PMS 398C</b> <i>Positive:</i> infinity, compassionate, protective, faithful, water, coolness, sky, gemstone, tropical, oceans
<b>Light Pink - PMS 1895C</b> <i>Positive:</i> romantic, affectionate, compassionate, soft, sweet tasting, sweet smelling, tender, delicate, innocent, fragile, youthful <i>Negative:</i> too sweet, too sentimental	<b>Teal - PMS 315C</b> <i>Positive:</i> serene, cool, tasteful, sophisticated, confident
<b>Peach - PMS 166C</b> <i>Positive:</i> nurturing, soft, fuzzy, tactile, delicious, fruity, sweet tasting, sweet smelling, inviting, warm, physical comfort, intimate, modest, embracing	<b>Sky Blue - PMS 7458C</b> <i>Positive:</i> calming, cool, heavenly, constant, faithful, true, dependable, restful, contentment, tranquil, reassuring, trusting, serene, expansive, open, infinity, transcendent, distance
<b>Coral - PMS 170C</b> <i>Positive:</i> life force, energizing, flexibility, desire	<b>Light Blue - PMS 283C</b> <i>Positive:</i> calm, quiet, patient, peaceful, cool, water, clean
<b>Tangerine - PMS 715C</b> <i>Positive:</i> vital, juicy, fruitful, energizing, tangy	<b>Periwinkle - PMS 7452C</b> <i>Positive:</i> genial, lively, sprightly, convivial, cordial
<b>Vibrant Orange - PMS 1586</b> <i>Positive:</i> fun, whimsical, childlike, happy, glowing, sunset, hot, energizing, active, gregarious, friendly, good-natured, expansive, spontaneous, optimistic, communicative, jovial, sociable, self-assured, persuasive, animated <i>Negative:</i> loud, raucous, frivolous	<b>Bright Blue - PMS 285C</b> <i>Positive:</i> electric, energy, brisk, vibrant, flags, stirring, impressive, aquatic, high spirits, exhilarating
<b>Ginger - PMS 180C</b> <i>Positive:</i> spicy, flavorful, tangy, pungent, exotic	<b>Deep Blue - PMS 2747C</b> <i>Positive:</i> credible, authoritative, basic, conservative, classic, strong, reliable, traditional, uniforms, service, nautical, loyal, confident, professional, thought-provoking, introspective, aids concentration, clarity thoughts <i>Negative:</i> aloof, distant, melancholy
<b>Terra Cotta - PMS 7522C</b> <i>Positive:</i> earthy, warm, country, wholesome, welcoming, abundance	<b>Lavender - PMS 264</b> <i>Positive:</i> romantic, nostalgic, fanciful, lightweight, lightly scented
<b>Tan - PMS 729C</b> <i>Positive:</i> rugged, outdoor, rustic, woody	<b>Mauve - PMS 5145</b> <i>Positive:</i> wistful, sentimental, thoughtful
<b>Chocolate/Coffee Brown - PMS 477C</b> <i>Positive:</i> delicious, rich, robust, appetizing	<b>Amethyst - PMS 2573</b> <i>Positive:</i> curative, protective, peace of mind
<b>Earth Brown - PMS 438C</b> <i>Positive:</i> earthy, grounded, steady, solid, rooted, wholesome, sheltering, warm, durable, secure, reliable, natural, traditional, supportive	<b>Blue Purples - PMS 267C</b> <i>Positive:</i> contemplative, meditative, spiritual, soul-searching, intuitive, mysterious, enchanting
<b>Gold (metallic) - PMS 871C</b> <i>Positive:</i> bling, rich, glowing, divine, intuitive, luxurious, opulent, expensive, radiant, valuable, prestigious <i>Negative:</i> gaudy	<b>Red Purple - PMS 2602C</b> <i>Positive:</i> sensual, thrilling, intensely exciting, dramatic, creative, witty, expressive
<b>Amber - PMS 1385C</b> <i>Positive:</i> jewelry, multi-cultural, mellow, abundant, original, autumn	<b>Deep Purple - PMS 2627C</b> <i>Positive:</i> visionary, rich, royal, prestigious, subduing, distant, introspective <i>Negative:</i> aloof
<b>Golden Yellow - PMS 136C</b> <i>Positive:</i> nourishing, buttery, tasty, sun-baked, wheat, hospitable, comfort, comfort food	<b>Neutral Gray - PMS 423C</b> <i>Positive:</i> classic, sober, corporate, practical, timeless, quality, quiet, neutrality, logical, unobtrusive, deliberate, reserved, fundamental, basic, modest, efficient, dutiful, methodical
<b>Bright Yellow - PMS 116C</b> <i>Positive:</i> illuminating, joyful, hot, lively, friendly, luminous, enlightening, energetic, sunshine, stimulating, innovative, radiating, awareness, surprise, caution <i>Negative:</i> cowardice, betrayal, hazard	<b>Charcoal Gray - PMS 425C</b> <i>Positive:</i> steadfast, responsible, staunch, accountable, conscientious, resilient, restrained, conservative, professional, classic, sophisticated, solid, enduring, mature, business-like <i>Negative:</i> dull, conformist, detached
<b>Light Yellow - PMS 127C</b> <i>Positive:</i> cheering, happy, soft, sunny, warming, sweet, easy, pleasing, babies	<b>Taupe - PMS 7526C</b> <i>Positive:</i> classic, neutral, practical, timeless, quality, basic, authentic, organic, versatile, inconspicuous, understated, discreet, compromising, modest <i>Negative:</i> bland, tasteless
<b>Chartreuse - PMS 1584C</b> <i>Positive:</i> artsy, bold, trendy, startling, sharp, pungent <i>Negative:</i> gaudy, tacky, slimy, sickening, mold	<b>Ivory - PMS 7401C</b> <i>Positive:</i> classic, neutral, soft, warm, comforting, good taste, creamy, smooth, subtle, natural, bridal
<b>Light Green - PMS 358C</b> <i>Positive:</i> calm, quiet, soothing, neutral, lightweight	<b>Silver (metallic) - PMS 877C</b> <i>Positive:</i> sleek, classy, stylish, modern, cool
<b>Olive Green - PMS 5767C</b> <i>Positive:</i> military, camouflage, safari, classic <i>Negative:</i> drab	<b>Black</b> <i>Positive:</i> powerful, empowering, elegant, sophisticated, mysterious, heavy, bold, basic, classic, strong, expensive, invulnerable, magical, nighttime, sober, prestigious, stylish, modern <i>Negative:</i> depression, death, mourning, underworld, evil, oppression, suppression, menacing
<b>Lime - PMS 377C</b> <i>Positive:</i> fresh, citrusy, youthful, acidic, tart, refreshing	<b>White</b> <i>Positive:</i> pure, clean, pristine, virginal, spotless, innocent, silent, lightweight, airy, bright, bridal, ethereal, clarity, simplicity, arctic, efficient <i>Negative:</i> sterile, cold, clinical
<b>Dark Green - PMS 3435</b> <i>Positive:</i> nature, trustworthy, refreshing, cool, restful, stately, forest, hushed, woody, traditional, reliable, money, prosperity	

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