

How to Choose the Perfect Colors

1 THE MEANING OF COLORS

Colors speak volumes all on their own. Color is so powerful, in fact, that it can [improve learning by up to 75 percent](#) and increase comprehension on a subject by up to 73 percent. While warm colors communicate energy, optimism and enthusiasm, cool colors send a message of dependability, professionalism and peace.

Within these categories, each color is associated with an emotion or concept, depending on the cultural context (while red can mean passion and love in the West, in China, it is associated with prosperity).



According to Smashing Magazine, some of the most common associations made in the West include:

power sophistication mystery death	hope simplicity cleanliness goodness purity	love passion romance danger energy
intellect friendliness warmth caution cowardice	peace sincerity confidence integrity tranquility	authority maturity security stability
life growth nature money freshness	innovation creativity thinking ideas	royalty luxury wisdom dignity