

Color and Moods

Color	Behavioral Response
Red	Stimulates appetite and energy levels. It says "touch me" and is often used on buttons and knobs. An emotional color associated with love, passion, impulsiveness, anger and spicy foods. Great in dining rooms
Pink	Associated with sweets (as in candy), and the sweetness and innocence of young girls. Evokes a short-term calming response. A warm color, it makes people appear to have a healthy glow.
Orange	Associated with vigor, boldness and exuberance. Behavioral responses include activity and gregariousness
Yellow	Provides a short burst of positive reinforcement, but can be disturbing after long periods of time. Often used in hallways and has a strong association to sunshine. It's the least popular color on the spectrum, but it stimulates memory. Often associated with cowardice.
Green	Evokes feelings of relaxation and quietness. It's the easiest color on the eye and promotes concentration. Green is associated with Spring and new beginnings.
Blue	The most popular color and it helps lower blood pressure. It is associated with trust (e.g., "true blue") and dependability. Often chosen by people who like to spend time alone.
Purple	It can reduce blood pressure and suppress the appetite. Purple is associated with royalty and religion.
Black	Traditionally associated with death, it is now a color of elegance. It suggests power, intimidation and mystery.
White	Suggests purity, innocence, and cleanliness. May evoke a sense of sterility, but is therefore great in kitchens.
Brown	Associated with comfort, reliability and warmth.
Gray	Non-assertive and suggests confusion, but is also associated with intelligence. Indicates discipline and planning.

Source: Adapted from Harrington, L. and Mackie, J. (1993). *Color: A Stroke of Brilliance*. Benjamin Moore and Co., Montvale, NJ.