

# COLOR SETS THE TONE

A VISUAL GUIDE TO  
WHAT COLORS COMMUNICATE

brought to you by +Dustin W. Stout

## RED

**EXCITING, DEMANDS ATTENTION**

*Studies show that this color actually raises heart rate.*

Συναρπαστικό,  
εστία  
προσοχής

## ORANGE

**FUN, AMBITION**

*Also an attention-getter, this color is perfect for calls to action.*

Χαρούμενο,  
Αισιόδοξο

## YELLOW

**HAPPINESS, OPTIMISM**

*Studies show that this color causes the release of serotonin.*

Ευτυχία,  
Αισιοδοξία

## GREEN

**GROWTH, NATURE**

*Also associated with money, this color is the easiest for the eye to process.*

Ανάπτυξη,  
Φύση

## BLUE

**TRUST, LOYALTY**

*The majority of people say blue is their favorite color. Associated with calmness, and security.*

Εμπιστοσύνη,  
Πίστη

## VIOLET

**PROSPERITY, ROYALTY**

*Studies show that this color actually stimulates problem solving.*

Ευημερία,  
Βασιλικό

## GREY

**SOLID, TIMELESS**

*Associated with stone, or rock, this color communicates sturdiness and longevity.*

Συμπαγές,  
Διαχρονικό,  
Αντοχή

## BROWN

**EARTHY, ORGANIC**

*Associated with being natural or earthy. If done right it can be quite soothing.*

Γήινο,  
Οργανικό

## WHITE

**CLEANLINESS, CLARITY**

*Also associated with purity and adds no extra visual weight.*

Διαυγές,  
Σαφήνεια

## BLACK

**ELEGANCE, POWER**

*Gives an impression of strength and authority.*

Κομψό,  
Δύναμη