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# THE PSYCHOLOGY OF COLOUR

THE  
BRAND  
LAUNCHERS

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## RED

### POSITIVE

Power  
Passion  
Energy  
Fearlessness  
Strength  
Excitement

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## ORANGE

### POSITIVE

Courage  
Confidence  
Warmth  
Innovation  
Friendliness  
Energy

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## YELLOW

### POSITIVE

Optimism  
Warmth  
Happiness  
Creativity  
Intellect  
Extraversion

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## GREEN

### POSITIVE

Health  
Hope  
Freshness  
Nature  
Growth  
Prosperity

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## TURQUOISE

### POSITIVE

Communication  
Clarity  
Calmness  
Inspiration  
Self-expression  
Healing

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## BLUE

### POSITIVE

Trust  
Loyalty  
Dependability  
Logic  
Serenity  
Security

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## PURPLE

### POSITIVE

Wisdom  
Luxury  
Wealth  
Spirituality  
Imaginative  
Sophistication

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## MAGENTA

### POSITIVE

Imaginative  
Passion  
Transformation  
Creative  
Innovation  
Balance

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## BROWN

### POSITIVE

Seriousness  
Warmth  
Earthiness  
Reliability  
Support  
Authenticity

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## BLACK

### POSITIVE

Sophistication  
Security  
Power  
Elegance  
Authority  
Substance

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## GRAY

### POSITIVE

Timelessness  
Neutrality  
Reliability  
Balance  
Intelligence  
Strength

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## WHITE

### POSITIVE

Cleanliness  
Clarity  
Purity  
Simplicity  
Sophistication  
Freshness

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