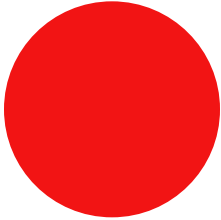


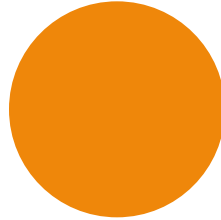
Color Psychology

Don't forget that different saturations, combinations and tonalities can make a different impact on our subconscious perception. So, always remember the context in which you're using the color, and trust your instincts!



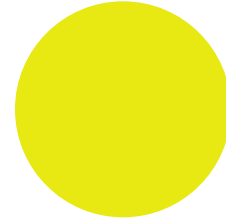
RED

Passion
Love
Stimulating
Attention



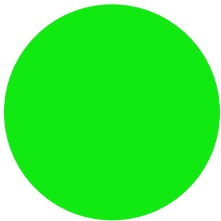
ORANGE

Vibrancy
Fun
Optimism
Youthful



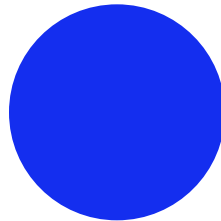
YELLOW

Sunshine
Friendliness
Cheap
Intellect



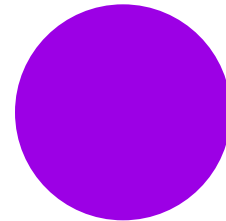
GREEN

Nature
Wealth
Organic
Vitality



BLUE

Trustworthy
Corporate
Calm
Sadness



PURPLE

Royal
Majestic
Spirituality
Mysterious

Our Favorite Color Picker Resources

There's a lot of sites out there, but here are our favorite open-source color curation tools that we utilize, and you should too!

[colors.com](https://www.colors.com)

[picular.com](https://www.picular.com)

[colourco.de](https://www.colourco.de)

[pigment.shapefactory.co](https://www.pigment.shapefactory.co)

[materialpalettes.com](https://www.materialpalettes.com)

[culrs.com](https://www.culrs.com)