



Zinmatt

Learn, Earn & Grow



COLOR PSYCHOLOGY

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THE LOGO COLOR CHOICES OF TOP COMPANIES



COLORS

WARM

			RED <i>Excitement, Love, Boldness</i>
			ORANGE <i>Friendly, Cheerful, Confident</i>
			YELLOW <i>Happiness, Optimism, Energy</i>

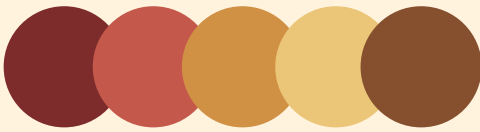
COLD

			GREEN <i>Peace, Growth, Health</i>
			BLUE <i>Trust, Strength, Dependability</i>
			PURPLE <i>Noble, Imaginative, Wise</i>

SHAPES

			CIRCLES <i>Community, Unity, Friendship</i>
			RINGS <i>Strength, Resolutions</i>
			CURVES <i>Flexibility, Adaptability, Compliance</i>
			SQUARE <i>Stability, Consistency</i>
			TRIANGLE <i>Power, Science</i>
			LINES <i>Vertical: Endurance, Strength, Power</i>
			LINES <i>Horizontal: Tranquility, Calm</i>

Warm



#7D2C2B #C4584B #D19144 #EBC678 #86502E

Soft



#A78577 #C6B2A9 #E3D9CF #C9C9B1 #A4A5A0

Modern



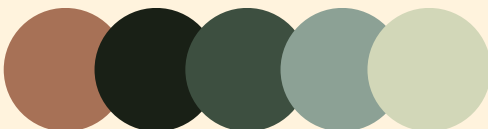
#0F0F0F #2E2E2E #ECECEC #F7F7F7 #BE8A57

Popular



#4D7D49 #8AB75E #F6EC59 #B56179 #11294E

Natural



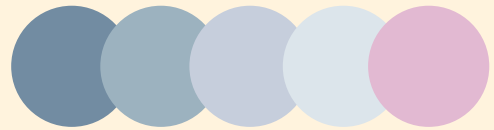
#7D2C2B #C4584B #D19144 #EBC678 #86502E

Traditional



#1F1F1F #732F2A #B48241 #2F3A65 #A8CAB1

Cool



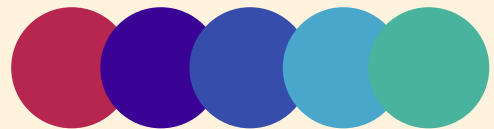
#728CA2 #728CA2 #C6CEDC #DCE5EB #E2B9D2

Powerfull



#060706 #417138 #F3DF35 #0D1C4A #831A16

Futuristic



#B6264F #3A0295 #374DAB #48A7CB #49B39D

Romantic



#7D2C2B #C4584B #D19144 #EBC678 #86502E

Exclusive



#79617A #2C2721 #B08157 #4E1212 #281D28

Dark



#17181E #172229 #242232 #241E1B #1B1713

Color Psychology



RED

Action, ambition, attention, confidence, danger, energy, love, passion, power, warmth.



ORANGE

Creativity, confidence, energy, enthusiasm, excitement, friendliness, optimism, warmth,



YELLOW

Joy, happiness, cheerfulness, optimism, excitement, warm, youthfulness



GREEN

Health, balance, growth, kindness, luck, maturity, nature, prosperity, wealth



BLUE

Calming, clean, conservative, integrity, patience, peaceful, security, trust, wisdom



TURQUOISE

Healing, imagination, peace, protection, sophisticated, spiritual, wisdom



PINK

Affection, compassion, feminine, healthy, happy, optimism, playful, romance, sweet.



PURPLE

Ambition, creative, majesty, mystical, royalty, spiritual, success, wealth, wisdom



GRAY

Balance, calm, mature, minimal, intelligence, neutral, reliable, solid, stability



GOLD

Bling, glowing, luxurious, prosperity, rich, traditional, valuable, wealth, wisdom



WHITE

Clean, easy, hope, imagination, innocence, light, minimalist, modern, peace, purity, simplicity



BLACK

Classy, dramatic, elegance, luxury, mystery, power, protection, sophistication