

Name \_\_\_\_\_

Period \_\_\_\_\_

### Psychology of Color

**Directions:** List as many ideas or emotions you can think of that each of the following colors reminds you of. Next, identify brands or stores that use each color in their marketing or décor.

Color	Ideas / Emotions	Brands / Stores
<b>Red</b>		
<b>Orange</b>		
<b>Gold</b>		
<b>Yellow</b>		
<b>Green</b>		
<b>Blue</b>		
<b>Purple</b>		
<b>Pink</b>		
<b>White</b>		
<b>Black</b>		
<b>Silver</b>		

