

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
Red		
Orange		
Gold		
Yellow		
Green		
Blue		
Purple		
Pink		
White		
Black		
Silver		

