

COLOR REFERENCE GUIDE

GREEN

- Reduces eye strain
- Psychological balance
- Connects to nature
- Fresh & airy
- *General office areas*

YELLOW & ORANGE

- Stimulates creativity
- Promotes enthusiasm
- Boosts mood
- Encourages optimism
- *Customer areas*

BLUE

- Enhances focus
- Cognitive performance
- Reduces mental fatigue
- Improves productivity
- *Ideal backdrop*

RED

- Increases energy
- Motivates action
- Strength & courage
- Promotes interaction
- *Break room or Collaboration areas*

COOL

- High-ticket items
- Trust & reliability
- Stability & growth
- *Luxury retail*



WARM



- Prompts quick action
- Stimulating
- Attracts attention
- *Retail displays*

SOFT BLUE & GREENS

- Promotes tranquility
- Therapeutic
- Calm & healing
- *Healthcare*



EARTH TONES & NEUTRALS



- Comfort & warmth
- Provides flexibility
- Inviting environment
- *Hospitality*