**(Student 1 Reading Section)**

**Understanding the Meaning**

**Of Colors in Color Psychology**

The meaning of colors can vary depending on culture and circumstances.

Each color has many aspects to it but you can easily learn the language of color by understanding a few simple concepts which I will teach you here.

**Non-verbal Communication**

Color is a form of non-verbal communication. It is not a static energy and its meaning can change from one day to the next with any individual - it all depends on what energy they are expressing at that point in time.

**(Student 2 Reading Section)**

For example, a person may choose to wear red on a particular day and this may indicate any one or more of the psychological meanings of the color red, including the following:

• This is their favorite color, or

• It may be that they are ready to take action in some way, or

• They may be passionate about what they are going to be doing that day, or

• It may mean that they are feeling angry that day, on either a conscious or subconscious level.

All are among the traits of the color red.

**The Meaning of Colors**

**Red** is the color of energy, passion, leadership qualities, action, ambition and determination. It is also the color of anger, can cause agitation, manipulation and fear.

**Orange** is the color of social communication, being friendly, good-natured, agreeable, motivation, independence and optimism. From a negative perspective orange can mean you are pessimistic and superficial at times.

**(Student 3 Reading Section)**

**Yellow** is the color of the mind and the intellect. You prefer a smaller group of friends who think like you do. It is optimistic, creative and cheerful. However it can also suggest impatience, being a perfectionist, over analyzing situations and information, being critical, and cowardice.

**Green** is the color of balance and growth. People who like green are down-to-earth, have a love of nature, generous, compassionate, calm in stressful situations, nurturing to others, intelligent and love to learn. It can mean both self-reliance as a positive and possessiveness as a negative, among many other meanings.

**Blue** is the color of trust and peace. It can suggest loyalty, integrity, thinking before you act and speak, being genuine and sincere. However it can also mean you can be too conservative and frigid or cold.

**Indigo** is the color of intuition, compassion, understanding, needing structure in life, being reliable, and hungry for the meaning of life. In the meaning of colors it can mean idealism and structure as well as being ritualistic, not trusting easily, being a show-off, and having an addictive personality.

**Purple** is the color of the imagination, gentleness, you are a free spirit, and sensitive. It can be creative and individual or immature, impractical, moody, have difficulty dealing with real day-to-day problems.

**Turquoise** represents communication and clarity of mind. You are friendly and approachable, easy to communicate with, compassionate, people say you are an old soul, self-sufficient, good self-esteem, and a good decision maker. It can also mean you can be impractical and too idealistic.

**Pink** is unconditional love, kindness, possesses a maternal instinct (like being a mom), feminine and nurturing. Pink can also mean you can be immature and silly.

**(Student 4 Reading Section)**

**Magenta** is a color of universal harmony and emotional balance. You seek to grow and move forward, surround yourself with beauty, and find pleasure in small things in life. On a negative perspective, you can become obsessive and possessive about the small things in your life…you can become needy and selfish.

**Brown** is a friendly yet serious, down-to-earth color that relates to security, protection, and comfort. You are steady, reliable, confident, a home body, and sensitive to the needs of others. You can be materialistic and uncomfortable with not being in control.

**Gray** is the color of compromise – you are neutral about life. You prefer a safe, secure and balanced existence. It is unemotional and detached and can be indecisive (not able to make decisions).

**Silver** represents being fluid, emotional, sensitive and mysterious. You are imaginative and creative, particularly in expressing yourself with the written word. From a negative perspective, you could be living a life of delusion and deception as you sometimes dwell in an unrealistic fantasy world.

**Gold** is the color of success, achievement and triumph. Associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance. You can also be afraid of success and wealth as well as being self-centered, demanding, and mean spirited.

**White** the color meaning represents purity, innocence, wholeness and completion. The challenge for you is to be open-minded and flexible and to communicate your needs and desires.

**Black** is the color of prestige, power, independence, strong willed and being conservative. You may appear intimidating to your friends and have a demanding attitude.

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