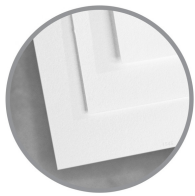


COLOR

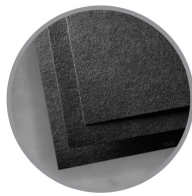
Colors are closely linked to concepts, emotions, and identity. Different colors create different impressions that can help convey a certain tone or facilitate a certain interpretation.

COLOR ASSOCIATIONS



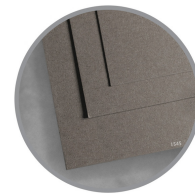
WHITE

Purity
Innocence
Cleanliness



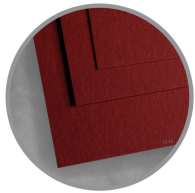
BLACK

Sophistication
Power
Mystery



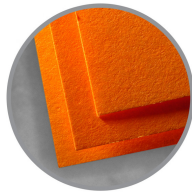
GRAY

Neutral
Practical
Conservative



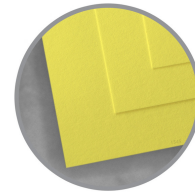
RED

Love
Passion
Anger



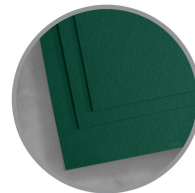
ORANGE

Fun
Cheerful
Enthusiasm



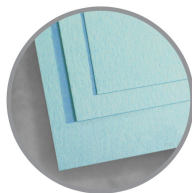
YELLOW

Purity
Innocence
Cleanliness



GREEN

Nature
Money
Envy



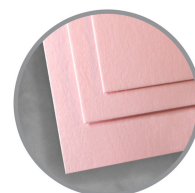
BLUE

Trustworthy
Relaxation
Security



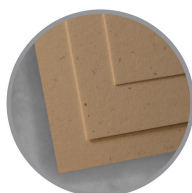
PURPLE

Royalty
Luxury
Spirituality



PINK

Romance
Joy
Nurturing



BROWN

Rugged
Stable
Reliable

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