

# Dominant Colors and Responses

*From The Pantone Guide to Communicating with Color by Leatrice Eisemann*

**Bright Red:** Exciting, Energizing, Hot, Dynamic, Stimulating, Provocative, Dramatic, Aggressive, Powerful

**Bright Pink:** Exciting, Happy, Hot, Attention-Getting, Energetic, Youthful, Spirited, Fun, Trendy, Wild

**Light Pink:** Romantic, Soft, Sweet, Tender, Cute, Babies, Delicate

**Dusty Pink:** Soft, Cozy, Subtle, Dusky

**Mauve:** Soft, Subdued, Quiet, Sentimental

**Burgundy:** Rich, Elegant, Refined, Tasty, Expensive, Mature

**Fuchsia:** Bright, Exciting, Fun, Hot, High Energy, Sensual

**Brick Red:** Earthy, Strong, Warm, Country

**Terracotta:** Earthy, Warm, Wholesome, Country, Welcoming

**Orange:** Fun, Whimsical, Childlike, Happy, Glowing, Vital, Sunset, Harvest, Hot, Juicy, Tangy, Energizing, Gregarious, Friendly, Loud

**Peach:** Nurturing, Soft, Fuzzy, Delicious, Fruity, Sweet, Inviting

**Light Yellow:** Cheerful, Happy, Soft, Sunny, Warm, Sweet

**Bright Yellow:** Enlightening, Sunshine, Cheerful, Friendly, Hot, Luminous, Energy

**Greenish Yellow:** Lemony, Tart, Fruity, Acidic

**Golden Yellow:** Autumn, Flowers, Harvest, Rich, Sun, Warm, Wheat, Comforting, Sun-baked, Buttery

**Cream:** Smooth, Rich, Warm, Neutral, Soft, Classic, Delicious

**Beige:** Classic, Sandy, Earthy, Neutral, Soft, Warm, Bland

**Earth Brown:** Rooted, Wholesome, Sheltering, Masculine, Woodsy, Warm, Durable, Secure, Rustic, Earth, Dirt

**Coffee or Chocolate:** Rich, Delicious

**Red Purple:** Exciting, Sensual, Flamboyant, Creative, Unique

**Deep Plum:** Expensive, Regal, Classic, Powerful, Elegant

**Blue Purple:** Mystical, Spiritual, Futuristic, Fantasy, Meditative

**Lavender:** Nostalgic, Delicate, Sweet Scented, Floral, Sweet Taste

**Grape:** Sophisticated, Sweet Taste, Subtle

**Orchid:** Exotic, Flowers, Fragrant, Tropical

**Light Blue:** Calm, Quiet, Peaceful, Cool, Water, Clean

**Sky Blue:** Calming, Cool, Heavenly, Constant, Faithful, True, Dependable, Happy, Restful, Tranquil

**Teal Blue:** Pleasing, Rich, Classy, Expensive, Unique

**Bright Blue:** Electric, Energetic, Vibrant, Flags, Stirring, Happy, Dramatic

**Navy:** Credible, Authoritative, Basic, Classic, Conservative, Strong, Dependable, Traditional, Uniforms, Service, Nautical, Confident, Professional, Serene, Quiet

**Turquoise:** Ocean, Tropical, Jewelry

**Aqua:** Cool, Fresh, Liquid, Ocean, Refreshing, Healing

**Light Green:** Calm, Quiet, Soothing, Neutral

**Dark Green:** Nature, Trustworthy, Refreshing, Cool, Restful, Stately, Forest, Quiet, Woodsy, Traditional Money

**Olive Green:** Military, Camouflage, Safari, Classic, Drab

**Bright Green:** Fresh, Grass, Irish, Lively, Spring, Foliage, Outdoorsy

**Bright Yellow-Green:** Artsy, Sharp, Bold, Gaudy, Trendy, Tacky, Slimy, Sickening

**Lime:** Tart, Acidic, Refreshing, Fruity, Lively

**Pure White:** Pure, Clean, Sterile, Innocent, Silent, Lightweight, Airy, Bright, Glistening

**Black:** Powerful, Elegant, Mysterious, Heavy, Basic, Bold, Classic, Strong, Expensive, Magical, Nighttime, Invulnerable, Prestigious, Sober

**Charcoal Gray:** Professional, Classic, Expensive, Sophisticated, Solid, Enduring, Mature

**Neutral Gray:** Classic, Cool, Sober, Corporate, Practical, Timeless, Quality, Quiet, Ghostly

**Taupe:** Classic, Neutral, Practical, Timeless, Quality, Basic

**Silver:** Classic, Cool, Expensive, Money, Valuable, Futuristic

**Gold:** Warm, Opulent, Expensive, Radiant, Valuable, Prestigious