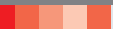


energetic [red]



In general, this color is interpreted as warm or hot. These hues come from the longer wavelengths of the spectrum. Warm colors from this area of the palette include pink, rose, magenta, cranberry, maroon, burgundy, wine, mauve, ruby and crimson, which have the feeling of advancing toward us.

EFFECT OF COLOR



Creates Vitality
Demands Results
Encourages Achievement
Enhances Activity
Increases Pulse Rate
Nurtures Passion
Promotes Alertness
Prompts Action
Stimulates Excitement
Suggests Warm Environment

AREAS OF USE*



Active Environments
Athletic & Sport Facilities
Cosmetic Areas
Dining Establishments
Energetic Atmospheres
Factory & Industrial Areas
Fast Food Environments
Industrial Safety Color / Fire Protection
Office Areas
Passageways & Corridors
Physical Therapy Areas
Restaurant Facilities

calm [green]



In general, this color is interpreted as cool or cold. These hues come from the shorter wavelengths of the spectrum. It should be noted that some greens which are more yellow may be considered warmer, while greens which are cooler will be more on the blue side of the spectrum. Cool colors from this area of the palette include khaki, sage, moss, lime, mint, hunter, celadon, aqua, turquoise and teal, which have the feeling of receding away from us.

EFFECT OF COLOR



Cultivates Tenacity
Enhances Concentration
Facilitates Judgement
Fosters Perseverance
Nurtures Relaxation
Offers Balance
Promotes Security
Provides Coolness
Refreshing Atmosphere
Renews Spirit
Suggests Cool Environment
Thoughtful Essence

AREAS OF USE*



Conference Facilities
Courtroom Locations
Environments Promoting Freedom
Hospital Operating Areas
Industrial Safety Color / First Aid
Judgement Environments
Library Facilities
Private Offices
Study locations
Theatre Waiting Areas
Thoughtful Activity Areas

active [orange]



In general, this color is interpreted as warm or hot. These hues come from the longer wavelengths of the spectrum. Warm colors from this area of the palette include melon, clay, salmon, coral, peach, rust and copper, which have the feeling of advancing toward us.

EFFECT OF COLOR



Considered Fun
Encourages Movement
Gregarious Nature
Implies Good Cheer
Indicates Form
Invites Friendliness
Playful Attitude
Pleasurable Spirit
Promotes Joyfulness
Provides Rhythmic Feeling
Releases Emotion
Suggests Warm Environment

AREAS OF USE*



Active Environments
Areas Incorporating Fun
Athletic & Sports Facilities
Cosmetic Areas
Dancing Establishments
Dining Areas & Cafeterias
Energetic Atmospheres
Entertainment Areas
Healthcare Environments
High Energy Areas
Industrial Safety Color / Hazard
Office Areas
Passageway & Corridors
Physical Therapy Areas
Restaurants / Fast Food Facilities
Shower & Restroom Areas

serene [blue]



In general, this color is interpreted as cool or cold. These hues come from the shorter wavelengths of the spectrum. Cool colors from this area of the palette include robin's egg, azure, delft, sky, denim, Wedgwood, blueberry, royal, periwinkle, cobalt, ultramarine and navy, which have the feeling of receding away from us.

EFFECT OF COLOR



Calming Spirit
Combats Tension
Cultivates Conservatism
Endorses Accomplishment
Facilitates Deliberation
Offers Serenity
Promotes Thoughtfulness
Provides Introspection
Soothing Nature
Suggests Cool Environment
Supports Relaxation
Underscores Devotion

AREAS OF USE*



Banks & Financial Institutions
Conference Rooms
Detainment Centres
Industrial Safety Color / Electrical Components
Law Enforcement Areas
Library Environments
Meeting Rooms
Prison Cell Locations
Private Office Areas
Religious Environments
Stressful Atmospheres
Treatment Rooms
Waiting Areas

innovative [yellow]



In general, this color is interpreted as warm or hot. These hues come from the longer wavelengths of the spectrum. Warm colors from this area of the palette include ochre, buttercup, cream, gold, ivory, almond and lemon, which have the feeling of advancing toward us.

EFFECT OF COLOR



Advocates Innovation
Denotes Modern Attitude
Develops Enlightenment
Encourages Spontaneity
Expresses Caution
Indicates Intellectualism
Implies Free Spirit
Inspires Creativity
Invites Newness
Lightness of Spirit
Offers Zest & Joyfulness
Promotes Surprise
Radiates Warmth
Rises Alert Level
Proposes Originality
Sense of Serendipity

AREAS OF USE*



Athletic Facilities
Creative Environments
Educational Areas
Fast Food Locations
Healthcare, Public Areas
Industrial Safety Color / Caution
Office Areas
Recreation Locations
Stairwell Areas

inspirational [violet]



In general, this color is interpreted as cool or cold. These hues come from the shorter wavelengths of the spectrum. It should be noted that some violets, which are more blue may be considered cooler, while violets which are warmer will be more on the red side of the spectrum. Cool colors from this area of the palette include iris, amethyst, lilac, orchid, purple, lavender and plum, which have the feeling of receding away from us.

EFFECT OF COLOR



Allows Meditation
Balances Thought
Contemplative Nature
Cultivates Dignity
Ecclesiastical Nature
Encourages Purpose
Expresses Mystery
Feeling of Reverence
Intuitive Understanding
Invites Surprise
Opulent Nature
Promotes Elegance
Sensitive Nature
Suggests Intimacy

AREAS OF USE*



Churches & Places of Worship
Enchantment Theme Spaces
Entertainment Environments
Festive Areas
Gift Shop Areas
Industrial Safety Color / Radiation
Lecture Hall Locations
Lobby & Entrance Areas
Magical Environments
Museum Areas (non gallery)
Perfume & Cosmetic Sales Areas
Shopping Centres
Spa Facilities

conservative [warm neutral]



In general, this color area is interpreted as warm. These hues are the subdued tones that come from the longer wavelengths of the spectrum. These colors have the feeling of subtly advancing toward us and include shades of off-white, tan, taupe, beige, ivory, oyster, pearl, sand, bronze and brown.

EFFECT OF COLOR



Comfortable Attitude
Conservative Nature
Implies Stability
Promotes Secure Feeling
Suggests Subtle Warm Environment
Versatile Nature

AREAS OF USE*



Commercial Facilities
Entertainment Complex
Factory & Industrial Areas
Museum Gallery Environments
Office Complex Facilities
Recreation Locations
Shopping Areas
Sports Venues (with accent)

sophisticated [cool neutral]



In general, this color area is interpreted as cool. These hues are the subdued tones that come from the shorter wavelengths of the spectrum. These colors have the feeling of subtly receding away from us and include shades of white, frost, grey, charcoal, slate, graphite, onyx, silver and stone.

EFFECT OF COLOR



Implies Sophistication
Introspective Nature
Soothing Atmosphere
Subdues Emotional Response
Suggests Subtle Cool Environment
Versatile Nature

AREAS OF USE*



Commercial Facilities
Entertainment Complex
Factory & Industrial Areas
Museum Gallery Environments
Office Complex Facilities
Recreational Locations
Shopping Areas
Sport Venues (with accent)

*The areas listed represent our endeavor to begin to explore color application. There are many more specific sites in which this color category may be used.