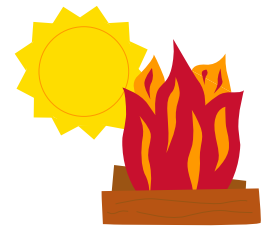


# How Warm Colors Make Us Feel

## What are warm colors?

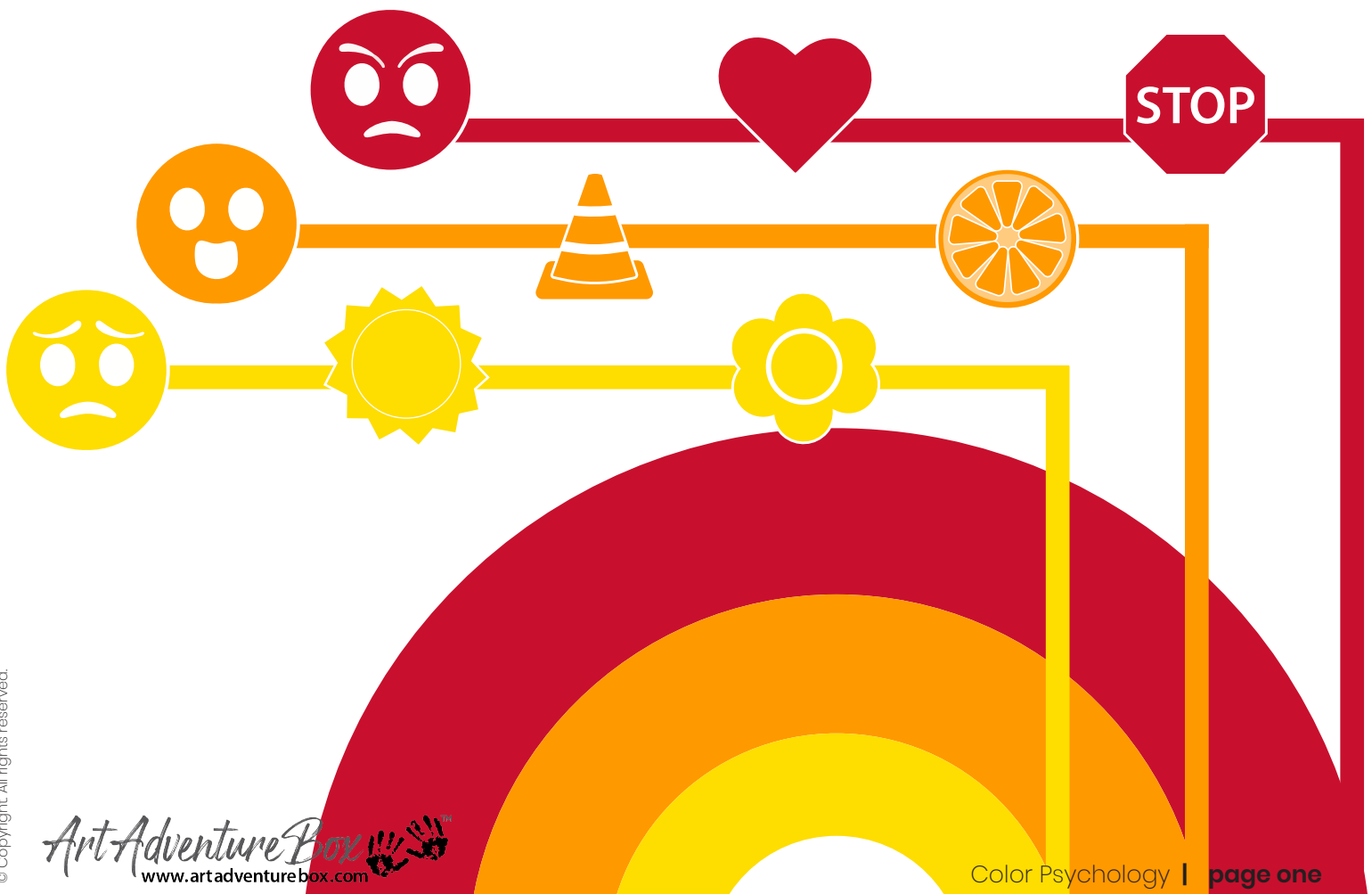
We call **red**, **orange**, and **yellow** 'warm' colors because they are the colors of hot things like **fire** or the **sun**. Warm colors are **bright** so they are good at getting people's **attention**.



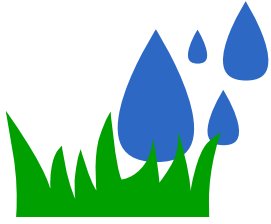
**RED** is a color which evokes strong emotions. It is the color of **passionate** feelings like **love** and **anger**. Because it is bright and bold, it is used to attract **attention** on **stop signs**. Some people also associate red with **power** and **confidence**.

**ORANGE** is a color that often represents **energy**, **caution**, or **excitement**. Some people find its brightness **abrasive**. Others associate orange with **sunsets**, **autumn leaves**, and food — like **sweet potatoes**, **pumpkins**, and, of course, **oranges**!

**YELLOW** is a bright color that many people associate with **happiness** and **warmth**, because it's the color of pleasant things like **flowers** and **sun**. Others consider yellow to be an **aggressive** color that can represent **frustration** and **fear**.



# How Cool Colors Make Us Feel



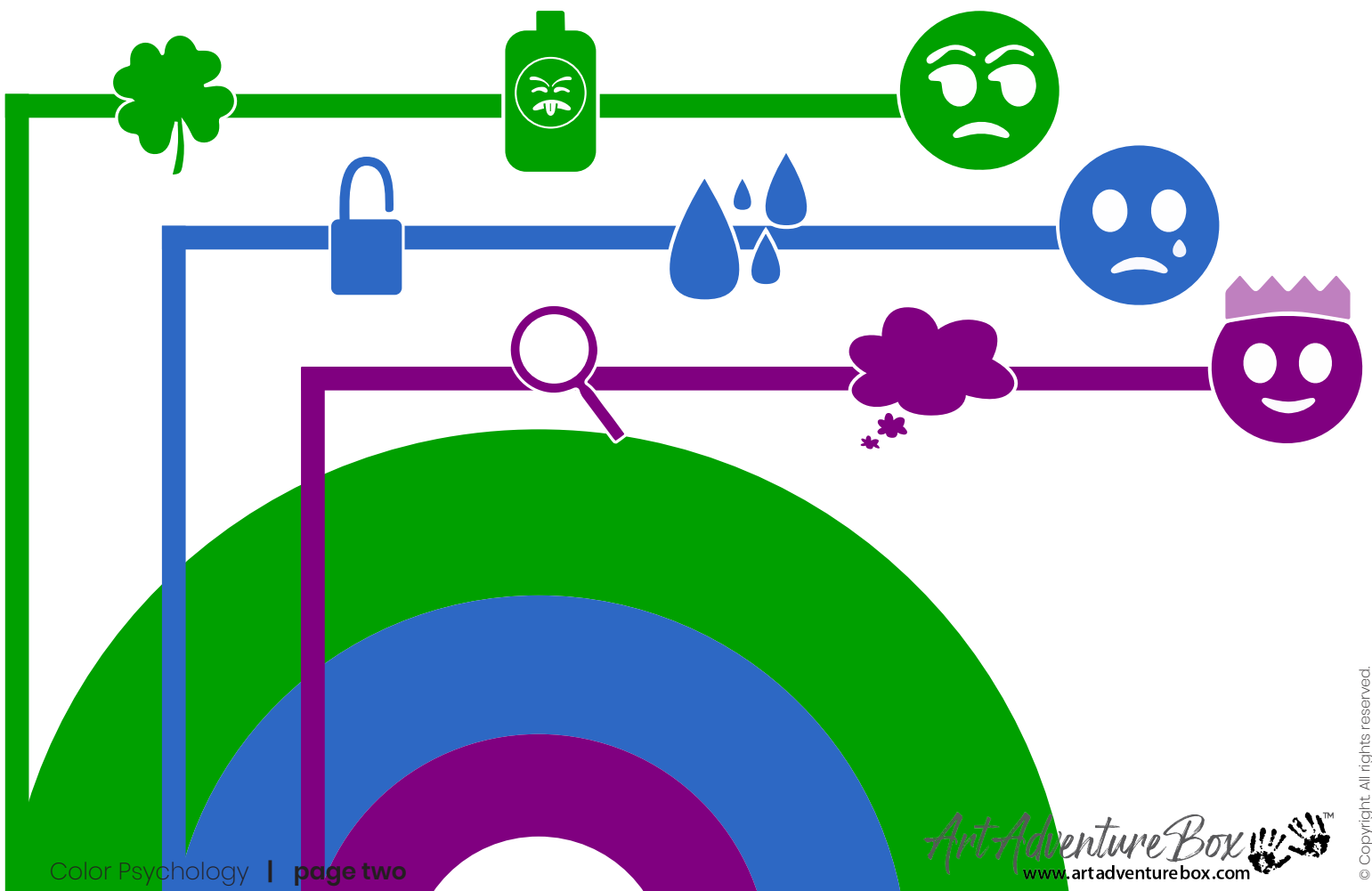
## What are cool colors?

We call **green**, **blue**, and **purple** 'cool' colors because they are the colors of cold things like **water**, **sky**, and **grass**. Cool colors are **dark** so they often have a **calming** effect.

**GREEN** is a color that is most often found in **nature** — such as on **four-leaf clovers**, a green symbol of **luck**. As a result, many people consider it **calming** and **refreshing**, while for others, it is a symbol of **jealousy**. It is also used to represent **illness**.

**BLUE** is the color of natural, soft things like **water** and the **sky**. As a result, it is **soothing**. It can also be a dark color and is associated with **sadness**. Alternatively, blue gives some people a sense of **security**, and is considered to be a color of **inspiration**.

**PURPLE** doesn't occur often in nature outside of rare **jewels**, so it is seen as **exotic** and **mysterious**. Because of this, it is also associated with **wealth** and **royalty**. Many people consider purple to be a color of **wisdom** and **imagination** as well.



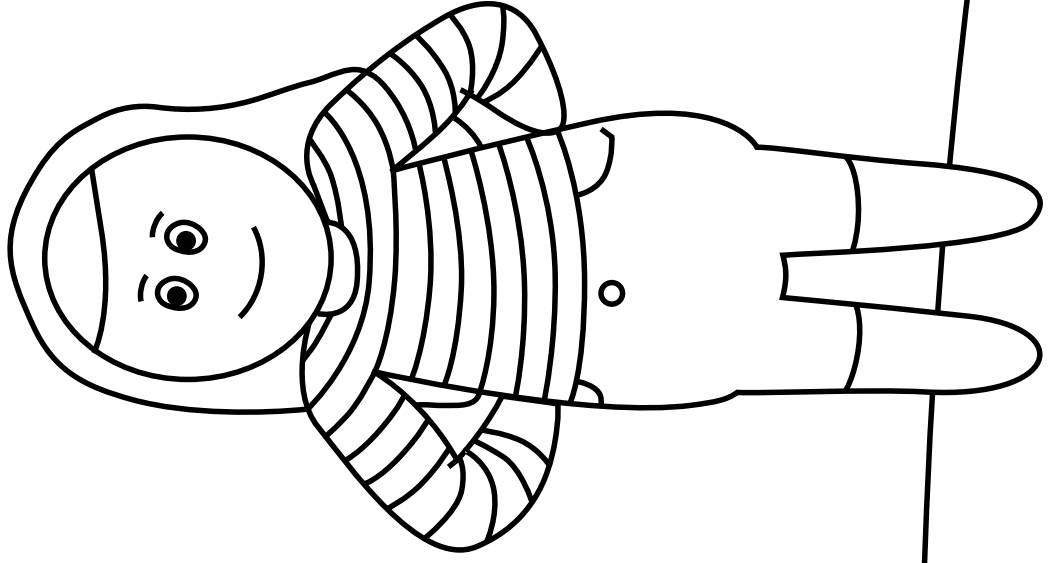
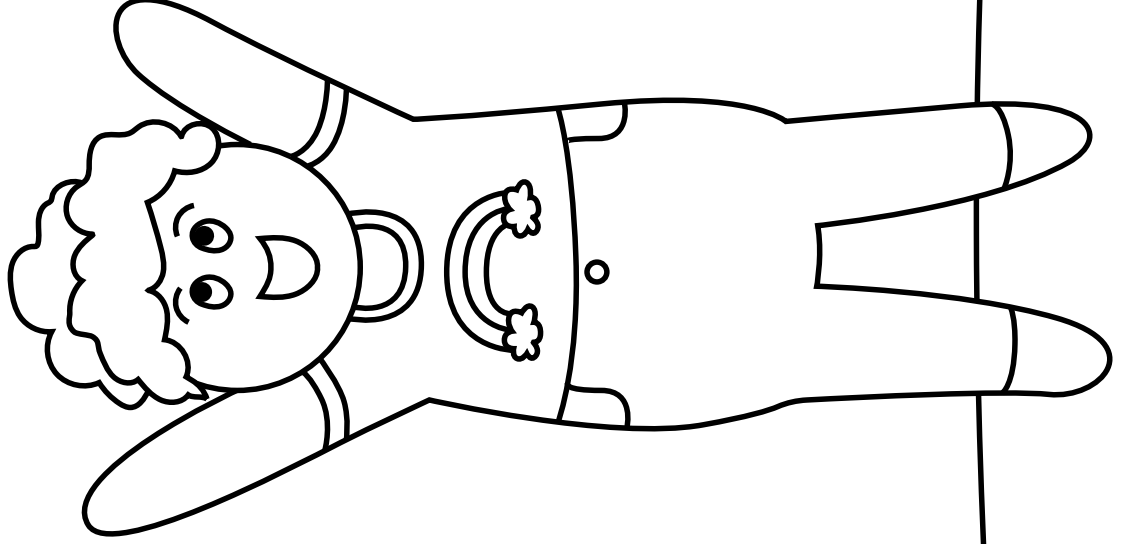
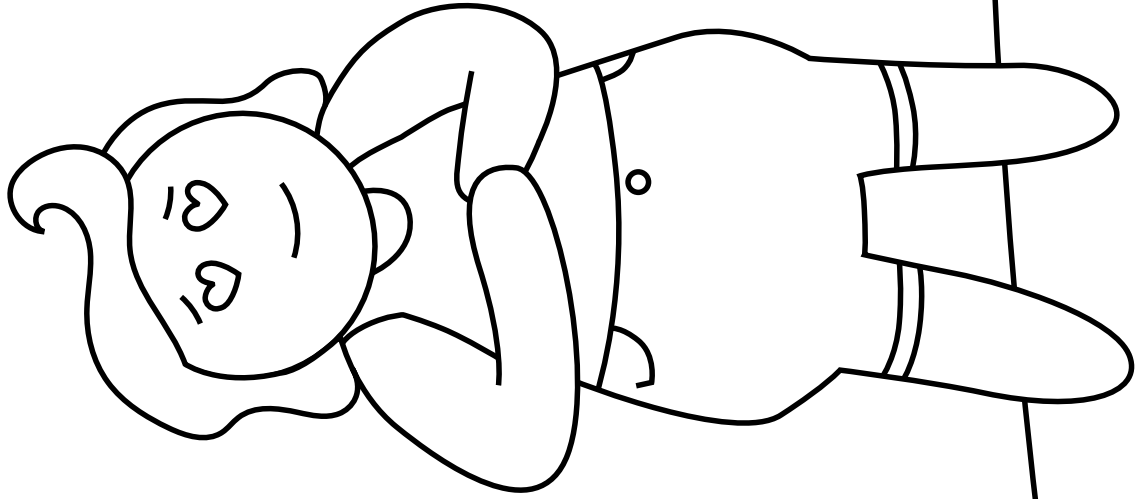


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