

The logo for ImageFire DESIGN features a stylized 'i' in the center, colored with a gradient from orange at the bottom to yellow at the top. This 'i' is enclosed within a circular shape that also has a similar orange-to-yellow gradient. The text 'ImageFire DESIGN' is written in a bold, black, sans-serif font, with 'Image' and 'DESIGN' in a smaller size than 'Fire'. Below the logo, the text 'Basic Color Meaning' is centered in a bold, black, sans-serif font.

# ImageFire DESIGN

## Basic Color Meaning

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**Blue:** Cool blue is perceived as trustworthy, dependable, fiscally responsible and secure. Strongly associated with the sky and sea, blue is serene and universally well liked. Blue is an especially popular color with financial institutions, as its message of stability inspires trust.

**Red:** Red activates the pituitary gland, increases heart rate, and causes rapid breath. This visceral response makes red aggressive, energetic, provocative and attention grabbing. Count on red to evoke a passionate response, albeit not always a favorable one. For example, red can represent danger or indebtedness.

**Green:** In general, green connotes health, freshness and serenity. However, green's meaning varies with its many shades. Deeper greens are associated with wealth or prestige, while light greens are calming.

**Yellow:** In every society, yellow is associated with the sun. Thus, [it](#) communicates optimism, positivism, light and warmth. Certain shades seem to motivate and stimulate creative thought and energy. The eye sees bright yellows before any other color, making them great for point-of-purchase displays.

**Purple:** Purple is a color favored by creative types. With its blend of passionate red and tranquil blue, it evokes mystery, sophistication, spirituality and royalty. Lavender evokes nostalgia and sentimentality.

**Pink:** Pink's message varies by intensity. Hot pinks convey energy, youthfulness, fun and excitement and are recommended for less expensive or trendy products for women or girls. Dusty pinks appear sentimental. Lighter pinks are more romantic.

**Orange:** Cheerful orange evokes exuberance, fun and vitality. With the drama of red plus the cheer of yellow, orange is viewed as gregarious and often childlike. Research indicates its lighter shades appeal to an upscale market. Peach tones work well with [health](#) care, restaurants and beauty salons.

**Brown:** This earthy color conveys simplicity, durability and stability. It can also elicit a negative response from consumers who relate to it as dirty. Certain shades of brown, like terracotta, can convey an upscale look. From a functional perspective, brown tends to hide dirt, making it a logical choice for some trucking and industrial companies.

**Black:** Black is serious, bold, powerful and classic. It creates drama and connotes sophistication. Black works well for expensive products, but can also make a product look heavy.

**White:** White connotes simplicity, cleanliness and purity. The human eye views white as a brilliant color, so it immediately catches the eye in signage. White is often used with infant and health-related products.

*All the colors above can be categorized into two basic categories: warm and cold. In general, warm colors, like red and yellow, send an outgoing, energetic message, while cool colors, like blue, are calmer and more reserved. However, brightening a cool color increases its vibrancy and reduces its reserve.*