

# WHAT IS YOUR BRAND SAYING?










**You may be drawn to a specific shape or colour for your business or product, but do you know why?**

Check out the following list of colour psychology attributes and basic shape symbolism to get another perspective on the graphic elements of your brand message.

## COLOURS

	<i>Authority, Power, Stability, Strength, Intelligence, Elegance, Mystery, Drama, Overwhelm, Rebellion</i>
	<i>Purity, Safety, Neutrality, Minimalism, Mourning, Creativity, Unity, Cleanliness, Perfection</i>
	<i>Practicality, Timeless, Balance, Solidarity, Compromise, Aging, Death, Taxes, Depression, Loss of Direction, Helping, Strength of Character (Sterling)</i>
	<i>Attention, Energy, Movement, Excitement, Speed, Overwhelm, Life, Luck, Prosperity, Revolution, Sex, Increased Appetite, Loss (Finance). Pink: Love, Calming</i>
	<i>Communication, Creativity, Personal Expression, Vitality, Decisiveness, Knowledge, Health, Dependability, Strength</i>
	<i>Growth, Nature, Money, Conservative, Masculinity, Envy, Harmony, Generosity,</i>
	<i>Happiness, Optimism, Memory, Intensity, Increase Appetite, Cowardice, Change</i>
	<i>Wealth, Energy, Warmth, New Beginnings, Increase Appetite, Strength</i>
	<i>Royalty, Respect, Wealth, Status, Prosperity, Problem Solving, Artificial, Mystery, Wisdom</i>
	<i>Stability, Organic, Reliability, Friendship, Earth, Natural, Mourning (India)</i>

## SHAPES

	<i>Inclusion, Wholeness, Focus, Unity, Nurturing, Cycles, Initiation, Everything, Perfection, Safety, Centering, Revolution, Infinity, Mobility, Completion</i>
	<i>Grounding, Stabilizing, Structure, Foundation, Basic, Community, Elemental, Balance, Pragmatic, Direction, Dependability, Conservative, Integrity</i>
	<i>Creativity, Harmony, Proportion, Ascension, Gender, Manifestation, Justice, Illumination, Integration, Subjectivity, Culmination</i>
	<i>Power, Focus, Strength, Caution, Leadership, Proportion, Direction, Authority, Attention</i>
	<i>Movement, Direction, Energy, Resolution, Swiftiness, Structure, Stability</i>
	<i>Justice, Stabilizing, Foundation, Ascent, Journey, Manifestation, Endurance, Attention</i>
	<i>Safety, Wholeness, Family, Unity, Nurturing, Everything, Perfection, Life, Centering, Evolution, Natural</i>
	<i>Balance, Progress, Direction, Initiation, Centering, Expanding, Evolution, Awareness, Connection, Journeying, Development</i>
	<i>Transition, Balance, Honor, Faith, Unity, Temperance, Ascension, Hope, Life, Navigation, Equality</i>

