

The Color Psychology Chart

What 10 colors really communicate in branding — and where each one works best.

Impact Brains · impactbrains.com · Free reference, not a universal rulebook



Red

#D7263D

Energy, urgency, appetite. Common in food & retail clearance. Needs contrast to read as a call to action.



Navy Blue

#08142A

Stability, authority, trust. The default safe choice in finance, insurance & B2B tech.



Blue

#3B82C4

Calm, dependable. The most broadly liked color worldwide — so differentiation matters more than the hue.



Green

#2E8B57

Growth, health, “go.” Common in wellness & sustainability — a learned industry convention, not a fixed rule.



Gold / Yellow

#D48B0F

Optimism, premium positioning. A finance & luxury staple, especially paired with a dark base color.



Purple

#7C5CBF

Creativity, imagination, distinction. Popular in beauty, education & SaaS partly because few competitors use it.



Pink

#E78AA9

Warmth, approachability, playfulness. Tone changes the meaning fast, from soft pastel to saturated hot pink.



White

#B9C3D6

Simplicity, space, premium minimalism. Reads as “clean” in some cultures, mourning in others.



Grey

#8A93A6

Neutral, balanced, professional. Common in consulting & automotive — usually a supporting color.



Black

#16181D

Authority, exclusivity, sophistication. Pairs with almost any accent color, which is why it never dates.

Want a custom palette matched to your brand strategy?

Book a free 20-minute brand color review — admin.impactbrains@gmail.com · +92 332 050 9494