

Red	Yellow	Green	Blue	Pink	Violet/Purple	Brown	Black	
Lust	Jealousy	Good Taste	Masculine	Sophistication	Authority	Ruggedness	Grief	Happiness
Negative Issues	Competence	Envy	Competence	Sincerity	Sophistication		Sophistication	Sincerity
Excitement	Happiness		High quality		Power		Expensive	Purity
Love			Corporate				Fear	