



# — The Dietitian Editor —

# COLOR

## *Psychology*

*What does each color mean?  
What emotion does it evoke?  
What's the best color for your brand?*

**Excitement, Passion, Energy, & Action**

**Creativity, Adventure, and Confidence**

**Youthfulness, Optimism, Clarity, & Warmth**

**Growth, Nature, Health, & Freshness**

**Strength, Trust, and Loyalty**

**Royalty, Influence, and Wisdom**

**Playfulness and Femininity**

**Cleanliness, Innocence, and Simplicity**

**Power, Sophistication, and Elegance**

**Neutrality and Balance**

**Structure, Security, and Protection**