

Colour

RED ORANGE BLACK
GREEN WHITE BLUE

Colour: Red

RED ORANGE BLACK
GREEN WHITE BLUE

The color red actually increases your heart rate. A call to action or alert. Beware because overuse of this color can cause a negative emotional response.

Colour: Orange

RED **ORANGE** BLACK
GREEN WHITE BLUE

Orange is a color that is mostly associated with fun, ambition, and youthfulness.

Colour: Black

RED ORANGE **BLACK**
GREEN WHITE BLUE

Black is the color of elegance, power, and authority;
boldly stated and seemingly unshakeable

Colour: Green

RED ORANGE BLACK
GREEN WHITE BLUE

Green is the easiest color for the human eye to process. It's easy to look at and is associated with growth, nature, and money.

Colour: White

RED ORANGE BLACK
GREEN WHITE BLUE

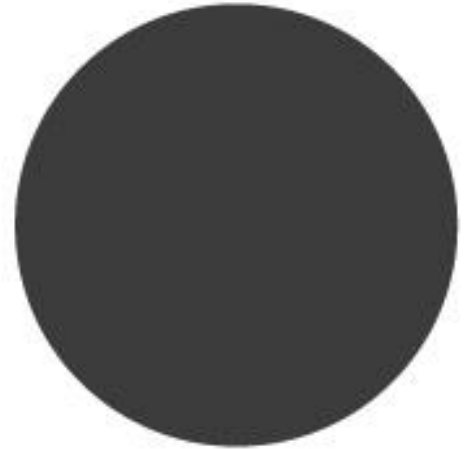
White is associated with purity, cleanliness and clarity. It gives a light feel, and is best used to give your design breathing room

Colour: Blue

RED ORANGE BLACK
GREEN WHITE **BLUE**

Blue is the color of trust and loyalty and is associated with calmness and security. It has been documented to lower heart-rate, foster relaxation.

Primitive shapes

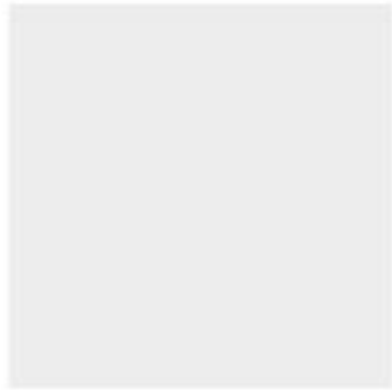


Primitive shapes: Square



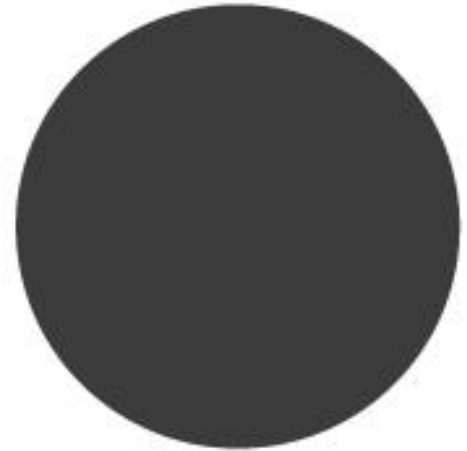
Squares and rectangles are stable. They have right angles and represent order, mathematics, rationality, and formality. Rectangles are the most common geometric shape encountered.

Primitive shapes: Triangle



Triangles can be stable when sitting on their base or unstable when not. Triangles have energy and power, action, and aggression and can be a symbol for law, science, and religion.

Primitive shapes: Circle



Circles have no beginning or end. Circles have free movement. Circles protect, they endure, they restrict. Circles suggests community, integrity, and perfection.