

Color Study - Austin Entrepreneur's Foundation Identity

Colors are a catalyst for feelings. They mold moods and enhance our lives. Each color family has a history and a personality of its own – just as yours does. As you will see in the following analysis, there are direct psychological associations found in every family of color. The desired "feel" for the Austin Entrepreneur's Foundation identity has been achieved through the harmony of the following:

Slate Blue

Blue is the color of constancy and truth – medium and grayed-blues in particular are seen as sincere. In modern studies, the blue family emerges as soothing and comfortable, which inspires calm, confidence and harmony; a sense of control and responsibility. Other psychological associations with blues are credibility; trust; dependability; authority and strength.

Rust Red

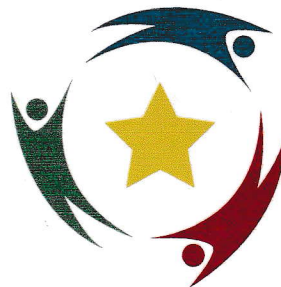
Red is commanding, whatever its shade. The psychological associations with the red family are zest for life; passionate in pursuits; achievement; self-confidence; aggressive and competitive. A preference for red is directly linked to society's most secure individuals – the wealthiest and most economically stable segments and/or achievers unafraid to take risks and set trends.

Moss Green

The word "green" comes from the same root as "grow," so green symbolizes that which grows as well as the regeneration and the renewal of life. Studies have shown that the effects of this color create the condition of meditation and exact fulfillment of the task. The red family allows the emotional background out of which ideas and actions emerge, but the green family allows these ideas to develop and actions to be executed. Other psychological associations with this family are stability; balance; intelligence; understanding of new concepts.

Yellow

Yellow is seen by most people as the happiest of the colors. Of all the emotions, it evokes good cheer. It sparkles with optimism and activity. The psychological associations with the yellow family are originality; imagination; idealism; creativity and high intuition.



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