**Favorite Color**

Color is a form of non verbal communication. It is not a static energy and its meaning can change from one day to the next with any individual - it all depends on what energy they are expressing at that point in time.

For example, a person may choose to wear **red** on a particular day and this may indicate that this is their [**favorite (personality) color**](http://www.empower-yourself-with-color-psychology.com/personality-color.html), **or** they are ready to take action, **or** they may be passionate about what they are going to be doing that day, **or** again it may mean that they are feeling angry that day, on either a conscious or subconscious level. All are [**traits of the color red**](http://www.empower-yourself-with-color-psychology.com/color-red.html).

***The Meaning of Color*s**

Red is the color of energy, passion, action, ambition and determination. It is also the color of anger and sexual passion.

***For more on the meaning of colors for*** [***the color red***](http://www.empower-yourself-with-color-psychology.com/color-red.html)

**Orange** is the color of social communication and optimism. From a negative color meaning it is also a sign of pessimism and superficiality.

***For more on*** [***the color orange***](http://www.empower-yourself-with-color-psychology.com/color-orange.html)

With the meaning of colors, in color psychology, **yellow** is the color of the mind and the intellect. It is optimistic and cheerful. However it can also suggest impatience, criticism and cowardice.

***For more on*** [***the color yellow***](http://www.empower-yourself-with-color-psychology.com/color-yellow.html)

**Green** is the color of balance and growth. It can mean both self-reliance as a positive and possessiveness as a negative, among many other meanings.

***For more on the positives and negatives of*** [***the color green***](http://www.empower-yourself-with-color-psychology.com/color-green.html)

**Blue** is the color of trust and peace. It can suggest loyalty and integrity as well as conservatism and frigidity.

***To understand*** [***the color blue***](http://www.empower-yourself-with-color-psychology.com/color-blue.html)

**Indigo** is the color of intuition. In the meaning of colors it can mean idealism and structure as well as ritualistic and addictive.

***For more on*** [***the color indigo***](http://www.empower-yourself-with-color-psychology.com/color-indigo.html)

**Purple** is the color of the imagination. It can be creative and individual or immature and impractical.

***For more on*** [***the color purple***](http://www.empower-yourself-with-color-psychology.com/color-purple.html)

The color meaning of **turquoise** is communication and clarity of mind. It can also be impractical and idealistic.

***For more on*** [***the color turquoise***](http://www.empower-yourself-with-color-psychology.com/color-turquoise.html)

The color psychology of **pink** is unconditional love and nurturing. Pink can also be immature, silly and girlish.

***For more on*** [***the color pink***](http://www.empower-yourself-with-color-psychology.com/color-pink.html)

In the meaning of colors, **magenta** is a color of universal harmony and emotional balance. It is spiritual yet practical, encouraging common sense and a balanced outlook on life.

***For more on*** [***the color magenta***](http://www.empower-yourself-with-color-psychology.com/color-magenta.html)

The color **brown** is a friendly yet serious, down-to-earth color that relates to security, protection, comfort and material wealth.

***To read more about*** [***the color brown***](http://www.empower-yourself-with-color-psychology.com/color-brown.html)

From a color psychology perspective, **gray** is the color of compromise - being neither black nor white, it is the transition between two non-colors. It is unemotional and detached and can be indecisive.

***For more information on*** [***the color gray***](http://www.empower-yourself-with-color-psychology.com/color-gray.html)

**Silver** has a feminine energy; it is related to the moon and the ebb and flow of the tides - it is fluid, emotional, sensitive and mysterious.

***To understand more about*** [***the color silver***](http://www.empower-yourself-with-color-psychology.com/color-silver.html)

**Gold** is the color of success, achievement and triumph. Associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance, the color psychology of gold implies affluence, material wealth and extravagance.

***For more on*** [***the color gold***](http://www.empower-yourself-with-color-psychology.com/color-gold.html)

**White** is color at its most complete and pure, the color of perfection. The color meaning of white is purity, innocence, wholeness and completion.

***For more on*** [***the color white***](http://www.empower-yourself-with-color-psychology.com/color-white.html)

**Black** is the color of the hidden, the secretive and the unknown, creating an air of mystery. It keeps things bottled up inside, hidden from the world.