

Shelby Williams®

Designing Senior Living Facilities

See How Color Affects Mood

Every color has a generally agreed upon set of emotions that they evoke. This is a very important part of color trends in senior living because you want to create comfortable spaces that make sense. Here is a quick guide to how colors are connected to our emotions as a whole.



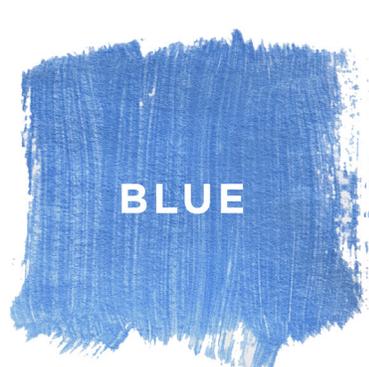
RED

Aggression, danger, excitement, importance, intensity, love, passion, power, strength, and warmth.



PURPLE

Ambitiousness, dignity, luxury, mysteriousness, nobility, pridefulness, respect, romance, royalty, and spirituality.



BLUE

Ambitiousness, dignity, luxury, mysteriousness, nobility, pridefulness, respect, romance, royalty, and spirituality.



PINK

Compassion, gentleness, inner peace, innocence, kindness, love, nostalgia, playfulness, sweetness, and youth.



GREEN

Balance, freshness, growth, harmony, nature, peacefulness, quality, renewal, stability, and wealth.



YELLOW

Caution, cheerfulness, creativity, fun, happiness, hopefulness, joy, lightheartedness, optimism,



ORANGE

Bravery, confidence, energy, enthusiasm, friendliness, inviting, positivity, stimulation, vitality, and warning.