



Booth Graphics...Say It With Color!

Here's a list of dominant colors and the responses/feelings they could elicit:

Bright Red

- exciting, energizing, sexy, hot, dynamic, stimulating, provocative, dramatic, aggressive, powerful

Burgundy

- rich, elegant, refined, tasty, expensive, mature

Orange

- fun, whimsical, childlike, happy, glowing, vital, hot, juicy, tangy, energizing, gregarious, friendly, loud

Bright Yellow

- enlightening, sunshine, cheerful, friendly, hot, luminous, energy

Beige

- classic, sandy, earthy, neutral, soft, warm, bland

Earth Brown

- rooted, wholesome, sheltering, masculine, woody, warm, durable, secure, rustic, earth, dirt

Deep Plum

- expensive, regal, classic, powerful, elegant

Lavender

- nostalgic, delicate, sweet, scented, floral, sweet taste

Grape

- sophisticated, sweet taste, subtle