Meaning Behind the Colors
Color has been used to shape and describe our lives, our habits, our values, and our feelings throughout the ages. Research into the physiological effects of color has shown that it truly has an impact on our lives, often in unconscious and mysterious ways. Color can relieve tension and stress. Blue, for instance, is associated with tranquil surroundings. Thus, it is fitting that color provides the “association” between a temperament type and learning tools. How much better it is to refer to and connect with color than with the highly technical formulas, symbols, words, and numbers generally associated with temperament/personality/learning theory.

After reviewing the research data, colors for True Colors were chosen for their direct association with the psychological and physiological needs of people.

Orange represents energy, action, consuming physiological potency, power, and strength. Orange is the expression of vital force, of nervous and glandular activity. Thus, it has the meaning of desire and all forms of appetite and craving. Those with Orange as a Primary Color feel the will to achieve results, to win, to be successful. They desire all things that offer intense living and full experience. Orange generates an impulse toward active doing: sport, struggle, competition and enterprising productivity. It stimulates enthusiasm and creativity. Orange means vitality with endurance. In temporal terms, Orange is the present.

Gold is the body’s natural perceptions. It represents a need to be responsible, to fulfill duties and obligations, to organize and structure our life and that of others. Those with Gold as a Primary Color value being practical and sensible; they believe that people should earn their way in life through work and service to others. Gold reflects a need to belong through carrying a share of the load in all areas of living. It represents stability, maintenance of the culture and the organization, efficiency, planning and dependability. It embraces the concepts of home and family with fierce loyalty and faithfulness.

Green expresses itself psychologically as human will in operation: as persistence and determination. Green is an expression of firmness and consistency. Its strength can lead to a resistance to change if it is not proven that the change will work or is warranted. Those with Green as a Primary Color value their intellect and capabilities above all else. Comfort in these areas creates a sense of personal security and self-esteem. Green characteristics seek to increase the certainty of their own values through being assertive and requiring differences from others in intellectual areas. They are rarely settled in their countenance, since they depend upon information rather than feelings to create a sense of well-being. Green expresses the grounding of theory and data in its practical applications and creative constructs.
**Blue** represents calm. Contemplation of this color pacifies the central nervous system. It creates physiological tranquility and psychological contentment. Those with Blue as a Primary Color value balance and harmony. They prefer lives free from tension... settled, united, and secure. Blue represents loyalty and a sense of belonging, and yet, when friends are involved, a vulnerability. Blue corresponds to depth in feeling and a relaxed sensitivity. It is characterized by empathy, aesthetic experiences, and reflective awareness. Blue is the color of inspiration, sincerity and spirituality. Blue is often the chosen color by conservative people. Using Blue to relax will encourage feelings of communication and peace.

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**Why Use True Colors?**
True Colors provides a method for valuing differences and creating unity. Participants:
* Have a greater understanding of self and others
* Acquire better communication skills
* Create a harmonious, productive environment

**Quick Summary of Colors’ Characteristics**

- **Green-**
  Strength is knowledge. Develop models, abstract thinking, exploring ideas, striving for competency.

- **Blue-**
  Strength is authenticity. Sensitive, enjoy close relationships, care for others, creative, seek harmony.

- **Orange-**
  Strength is skillfulness. Excitement, active, charm, wit, spontaneous, adventuresome.

- **Gold-**
  Strength is duty. Organized, high work ethic, generous, parental, value home and family, responsible.