

# GRAY COLOR MEANING



## ⊕ POSITIVE

Efficient  
Professional  
Classic  
Timeless  
Versatile  
Refined

## ⊖ NEGATIVE

Depressing  
Dull  
Indecisive  
Non-committal  
Lackluster  
Gloomy

## 👁️ EFFECTS

Neutralizing  
Subduing  
Muting  
Stabilizing

## 🧠 PSYCHOLOGY

Conservatism  
Maturity  
Sophistication  
Practicality

## 🌐 SYMBOLS

Neutrality  
Balance  
Modernity  
Unemotionality