



Orange represents energy, consuming physiological potency, power, and strength. 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 active doing: sport, struggle, competition and enterprising productivity. In temporal terms, Orange is the present.



Gold 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, and dependability. It embraces the concepts of home and family with fierce loyalty and faithfulness.



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. 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.



Relationships & Harmony



Organizers & Responsible



Results & Competition



Inquiry & Intellect

True Colors is a high quality communications and team building program.

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