

January 22, 2013

Board of Supervisors  
County of Lassen  
Susanville, California

## VETERANS MEMORIAL HALL COLOR SPECIFICATIONS

### THE BODY COLOR

#### DARK TAUPE

Kelly Moore color match of Sherwin William SW 7032

Dark taupe is a serious, down-to-earth color signifying stability and structure. Relating to protection and support, duty and responsibility, it is a color that encourages a strong need for security and a sense of belonging.

Dark taupe is friendly and approachable. It is loyal, trustworthy, dependable and practical.

In color psychology, dark taupe is honest, genuine and sincere. It relates to the hardworking, the industrious and reliable, with both feet planted firmly on the ground.

It is a practical and sensible color which implies common sense.

Dark taupe is a color of structure. It encourages orderliness and organization. It gives reassurance, is quietly confident, and is solid with strength and maturity. It is also comforting and stabilizing.

Dark taupe engulfs one in a feeling of calm and safety. It creates a safe haven of support for family and friends.



## TRIM COLORS

### DARKER TAUPE

Kelly Moore color match of Sherwin Williams 7033

Color description same as Dark Taupe.

### GREEN

Kelly Moore HL4229-3

Being a combination of yellow and blue, the color green encompasses the mental clarity and optimism of yellow with the emotional calm and insight of blue, inspiring hope and a generosity of spirit not available from other colors.

Green has a strong sense of right or wrong, inviting good judgment. It sees both sides of the equation, weighs them up and then usually takes the moral stand in making appropriate decisions.

The color relates to stability and endurance, giving us persistence and the strength to cope with adversity.

It is self-reliant and dependable. The color green helps us to see situations clearly from all sides.

Green represents harmony, balance, growth and hope.

### BLACK

Kelly Moore Black Carbon

In color psychology, the meaning of the color black is protection from external emotional stress. It creates a barrier between itself and the outside world, providing comfort while protecting its emotions and feelings. It denotes power and control.

Black implies self-control and discipline, independence and a strong will, giving an impression of authority and power.



Black is protective, comforting, strong and contained. It represents power and control of oneself and others.

## GOLD

Kelly Moore 4000-5

Gold represents triumph. It is a color linked to masculine energy and the power of the sun, compared to silver which is associated with feminine energy and the sensitivity of the moon.

Gold is associated with high ideals, wisdom, understanding and enlightenment. It represents knowledge, spirituality and a deep understanding of the self and the soul.

Gold is the color of the winner--first place medals are always in gold.

It is confident and passionate. It represents success, wisdom, compassion, love, passion, winning, and optimism. Gold ultimately relates to achievement and victory.

At its highest level, it inspires knowledge and spirituality with a deep understanding of the self and the soul.

## WHITE

Kelly Moore 14 Frost

White's basic feature is equality, implying fairness and impartiality, neutrality and independence.

White is the color of protection and encouragement, offering a sense of peace and calm. It creates a sense of order and efficiency. White suggests fairness and neutrality because of the balance and equality of all the colors contained within it.

White rescues us from the dark. It is the white knight. It symbolizes a clean slate. It gives an impression of efficiency and organization.