

# BEIGE

Survival, Instinct

# VIOLET

## **Characteristics**

Mysticism, symbolism; The clan, nest, cocoon, are secure; The venerated and powerful elders; Us against “them” (the others).

## **Decision making**

Custom and tradition; The council of elders; Divination or symbolism; The clan gets the benefit.

## **Education**

Paternalistic teachers; Rituals and routines; Passive learners; Family learning; Oral tradition to transmit stories

## **Family**

Extended link; Rites of passage; Very strict relationships; Lineage protection.

## **Community**

Respect for traditions; Honour to the lineage; The group is itself; Sacred places .

## **Life style**

Traditional ways, focus on subsistence; Superstition and mysticism; Full of spiritual beings.

# RED

## **Characteristics**

Displays its power; Immediate pleasures; No guilt feeling; Colourful and creative.

## **Decision making**

The strongest dominate; Those who are respected; For immediate pleasure; The most powerful take the benefit.

## **Education**

Learning bonuses; Harden up; Work on respect; Controlled freedom

## **Family**

Gang warfare; Territory warfare; Loyalty test; War against the system.

## **Community**

Predators in command; Strangers are dangerous; Building fiefdoms; Guerilla and vendetta

## **Life style**

Unconstrained; The law of the strongest; Only victory counts; Seeking attention.

# BLUE

## **Characteristics**

Only one good way to do it; There is a reason for things; Guilty of the consequences of his actions; Sacrifice for honour.

## **Decision making**

Authority decides; Do well, obey the rules; Adheres to tradition; Those who do well earn profits.

## **Education**

Authority possesses the truth; Step to climb; Moral lesson; Punishment for mistakes.

## **Family**

Based on values and truths; A place for all, respect for parents; Codes of conduct; Moral education.

## **Community**

Quietness; Prudence; Orderly, green and clean; Sonship.

## **Life style**

Law-abiding citizen; A place for all; Seeking peace of mind; Rewards will come.

# ORANGE

## **Characteristics**

Competition for success; Goal-driven; Change to progress; Material gain / Benefits ;

## **Decision making**

Balance sheets; Try options; Consult experts; Successful people take the benefits.

## **Education**

Experiences for victory; High-Tech, high status; How to win niches? Mentors and guides.

## **Family**

Social Ascension; Attention Required; High Expectations; Image Awareness.

## **Community**

Promotes prosperity; Displays abundance; Accepts socialization; Security for the elites.

## **Life style**

Wants to prosper; Always in competition; Uses his influence; Seeks material goods.

# GREEN

## **Characteristics**

Seeks inner peace; People are equal; Everything is relative; Living in harmony with the group.

## **Decision making**

Consensus building; Everyone must collaborate; All points of view are welcome; Benefits to the community.

## **Education**

Exploring feelings; Sharing experiences; Social development; Learning cooperation.

## **Family**

Group of equals; Participatory activities; Everything is accepted; All feelings are welcomed.

## **Community**

Social protection; “Politically correct”; Open to foreigners; Investment in oneself.

## **Life style**

Feeds on belonging; Needs acceptance; Sacrificing is good; Search for spirituality.

# YELLOW

## **Characteristics**

Global vision; Integrated structures (organic?); Welcomes the natural side of chaos; Change is inevitable.

## **Decision making**

On principles; On knowledge; On paradoxes are accepted (and resolved); Competent people take the benefits.

## **Education**

Self-learner; Throughout life; In accordance with interests; Non-rigid structure.

## **Family**

Role exchange; Believes in everyone's competence; Takes everyone as they are; Based on observations.

## **Community**

Do more with less; Appropriate technologies; Power is dispersed; Integrated systems.

## **Life style**

Living is learning; Intrigued by processes; Freedom to be; Rarely frightened.

# TURQUOISE

## **Characteristics**

Analyze the whole; Synergy of all things; An ordered and secure world; A restored harmony.

## **Decision making**

Follow the natural course of things; Look beyond and upstream; plan for the long term; Life will benefit from all this.

## **Education**

Access to the world; Mixing emotions and technologies; Bringing the past back to life; Maximizing the use of the brain.

## **Family**

Global attention; Growing self-awareness; Diverse and varied interests; Seeking to propagate.

## **Community**

Interconnected; Very diverse; Not isolated; Rich in information.

## **Life style**

Belongs to the universe; Belongs to the chain of life; Is present for something; Living is a gift.