Colour associations
• Red
• Blue
• Green
• Purple
• Yellow
• Brown
• Orange

Textures and materials
• Sand
• Stone
• Metal
• Wood
• Glass
• Earth
• Silk

Emotional associations
What makes people:
• Happy
• Sad
• Angry
• Afraid
• Disturbed
• Surprised
• Thoughtful

Elements
• Earth
• Fire
• Water
• Wind