




# The Color Memory Journal

**A reflection exercise for discovering  
your authentic color preferences**

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Many people believe they struggle with color because they lack taste or visual intuition.

But color preference rarely begins with rules or trends.

It often begins with memory.

The colors that feel meaningful to us are usually connected to places, moments, and experiences that shaped how we see the world.

This short journal invites you to begin noticing those connections.

**There are no right answers here – only observations.**



# What Is Color Memory?

Color memory is the emotional connection we carry with certain colors.

A shade of blue might remind you of a place near water. A warm yellow might bring back the feeling of sunlight in a childhood room.

These connections often influence our aesthetic preferences long before we notice them consciously.

**The following exercises invite you to begin recognizing these patterns.**

# Exercise 1 – A Color From Childhood

Think of a place from your childhood that stays clearly in your memory.

- What colors do you remember from that space?
- What feeling do you associate with them?
- Are those colors still present in your life today?

(write below)

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# Noticing Patterns

After completing these exercises, take a moment to reflect on what you noticed.

Did certain colors appear more than once?

Did the same emotional tone show up in different memories or environments?

Write down anything that surprised you or felt meaningful.

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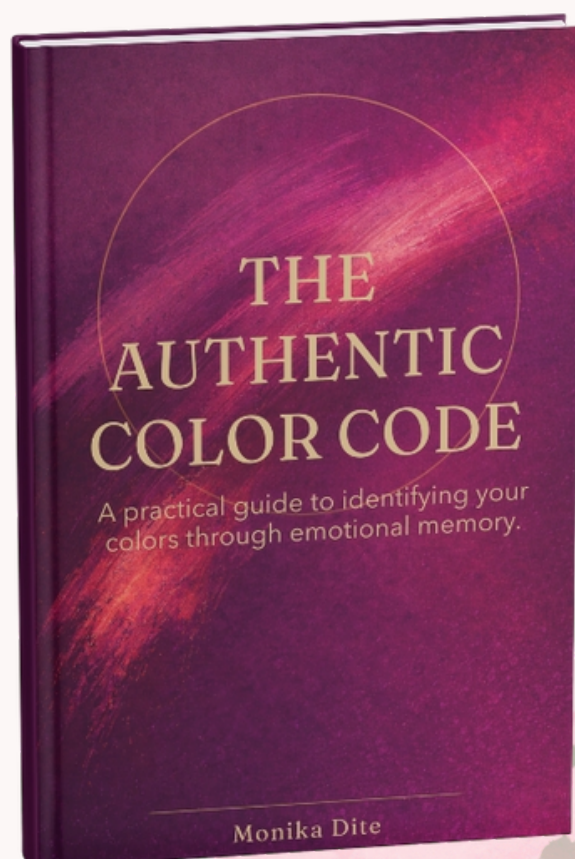
# Continue Discovering Your Authentic Color Palette

The reflections in this journal are only the beginning.

**The Authentic Color Code** guide expands this process into a complete framework for recognizing your personal color patterns and translating them into a palette that feels natural in your space.

Inside the guide, you'll explore:

- how emotional memories shape aesthetic preferences
- how to recognize recurring color themes
- how to build a palette that reflects your authentic taste



[Explore the Authentic Color Code](#)