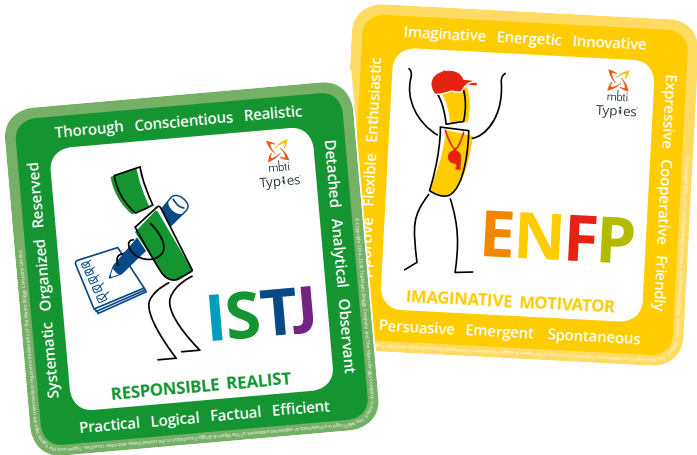




# Bring **MBTI**<sup>®</sup> **type** to life

Just add some color

See how MBTI<sup>®</sup> colors help people easily understand MBTI type





## Get inside the **colorful** **world** of personality type

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Do you want some practical shortcuts for explaining MBTI® type concepts to your clients?

If so, look at the MBTI colors – and learn what they mean.

Each color represents a specific element of MBTI personality type.

Learn this simple scheme and you will

- become more of an expert in MBTI type
- help clients to understand, recognize and apply type fundamentals more quickly
- make complex concepts (like type dynamics) easier to understand

The result? Everyone – practitioners and clients – gets better at using MBTI type.

## MYERS, BRIGGS AND JUNG

Isabel Briggs Myers and Katharine Briggs developed the MBTI questionnaire from Carl Jung's writings on psychological type.

Jung wrote that our mental processes are:

- information gathering (PERCEIVING)
- decision making (JUDGING)

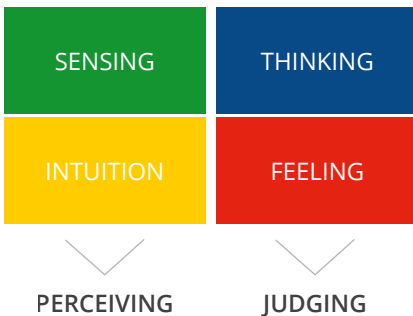
He said we:

- gather information by **sensation** and **intuition**
- make decisions by **thinking** and **feeling**

Jung's color associations were:

- green for sensation (Sensing in MBTI terms)
- yellow for intuition
- blue for thinking
- red for feeling

So, the mental processes and their colors are:



See how J and P colors are created ►



## JUDGING AND PERCEIVING

The last letter of an MBTI personality type is **J** or **P** (Judging or Perceiving).

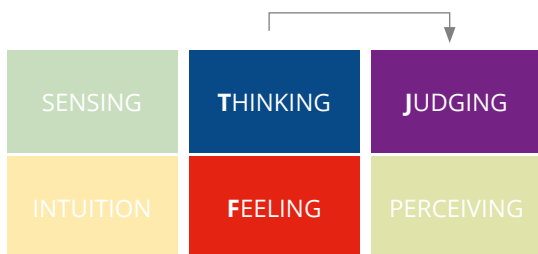
Myers and Briggs created it to tell us which of the mental processes is shown to the outside world (extraverted).

**Judging** types extravert their Judging process.

**Perceiving** types extravert their Perceiving process.

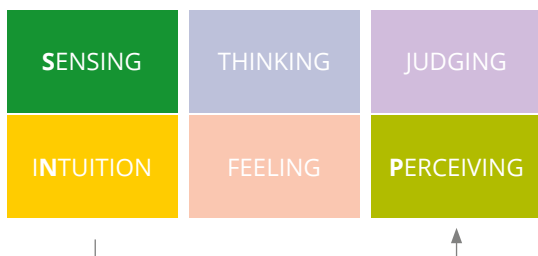
### Judging

Combining the colors of the two **Judging** processes gives us purple for **J**.



### Perceiving

Combining the colors of the two **Perceiving** processes gives us lime green for **P**.



## EXTRAVERSION AND INTROVERSION

The first letter of an MBTI personality type is **E** or **I** (Extraversion or Introversion).

<p><b>Extraversion</b> = energized by people and the outer world We gave it the color <b>orange</b> – visibly energetic</p>	<p><b>Introversion</b> = energized by thoughts and reflection in the inner world We gave it the color <b>turquoise</b> – reflective</p>
<b>EXTRAVERSION</b>	<b>INTROVERSION</b>

## PUTTING ALL TOGETHER

<b>E</b>	<b>S</b>	<b>T</b>	<b>J</b>
<b>I</b>	<b>N</b>	<b>F</b>	<b>P</b>

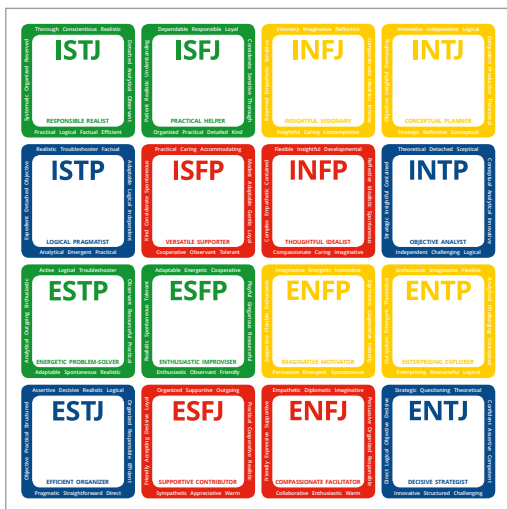
- ▶ Learn how to use these colors practically in MBTI materials
- ▶ Help people understand MBTI type concepts easily

## RECOGNIZE TYPE QUICKLY

Each MBTI type has a favorite process: **S**, **N**, **T** or **F**.  
The color of the favorite process represents the type.

**ISTJ, ISFJ, ESTP** and **ESFP**  
all have **Sensing** as their  
favorite process, so they  
are green.

**INFJ, INTJ, ENFP** and **ENTP**  
all have **Intuition** as their  
favorite process, so they  
are yellow.



<b>ISTJ</b> Thorough, Conscientious, Realistic Systematic, Organized, Traditional <b>RESPONSIBLE REALIST</b> Strategic, Logical, Practical, Reserved	<b>ISFJ</b> Dependable, Responsible, Logical Quiet, Friendly, Sensitive to Others <b>PRACTICAL HELPER</b> Organized, Practical, Knowledgeable, Kind	<b>INFJ</b> Imaginative, Insightful, Reflective Warm, Supportive, Idealistic <b>INSIGHTFUL VISIONARY</b> Analytical, Creative, Compassionate	<b>INTJ</b> Innovative, Independent, Logical Strategic, Systematic, Visionary <b>CONCEPTUAL PLANNER</b> Strategic, Logical, Reserved
<b>ISTP</b> Realistic, Troublemaker, Factual Energetic, Open to Objects <b>LOGICAL PRAGMATIST</b> Analytical, Energetic, Practical	<b>ISFP</b> Practical, Caring, Accommodating Warm, Gentle, Sensitive <b>VERSATILE SUPPORTER</b> Artistic, Warm, Imaginative, Sensitive	<b>INFP</b> Flexible, Insightful, Developmental Creative, Empathetic, Idealistic <b>THOUGHTFUL IDEALIST</b> Compassionate, Caring, Imaginative	<b>INTP</b> Theoretical, Detailed, Logical Analytical, Factual, Curious <b>OBJECTIVE ANALYST</b> Analytical, Logical, Reserved
<b>ESTP</b> Active, Logical, Troublemaker Analytical, Outgoing, Businesslike <b>ENERGETIC PROBLEM-SOLVER</b> Analytical, Spontaneous, Practical	<b>ESFP</b> Adaptable, Energetic, Cooperative Warm, Spontaneous, Friendly <b>ENTHUSIASTIC IMPROVISER</b> Warm, Spontaneous, Friendly	<b>ENFP</b> Imaginative, Strategic, Innovative Warm, Supportive, Idealistic <b>IMAGINATIVE MOTIVATOR</b> Analytical, Creative, Compassionate	<b>ENTP</b> Intellectual, Innovative, Flexible Analytical, Strategic, Visionary <b>ENTERPRISING EXPLORE</b> Analytical, Creative, Compassionate
<b>ESTJ</b> Assertive, Decisive, Realistic, Logical Organized, Efficient, Traditional <b>EFFICIENT ORGANIZER</b> Pragmatic, Straightforward, Direct	<b>ESFJ</b> Organized, Supportive, Outgoing Friendly, Diplomatic, Sensitive to Others <b>SUPPORTIVE CONTRIBUTOR</b> Sympathetic, Appreciative, Warm	<b>ENFJ</b> Diplomatic, Diplomatic, Imaginative Warm, Supportive, Idealistic <b>COMPASSIONATE FACILITATOR</b> Collaborative, Enthusiastic, Warm	<b>ENTJ</b> Strategic, Questioning, Theoretical Analytical, Logical, Reserved <b>DECISIVE STRATEGIST</b> Analytical, Logical, Reserved

**ISFP, INFP, ESFJ** and **ENFJ**  
all have **Feeling** as their  
favorite process, so they  
are red.

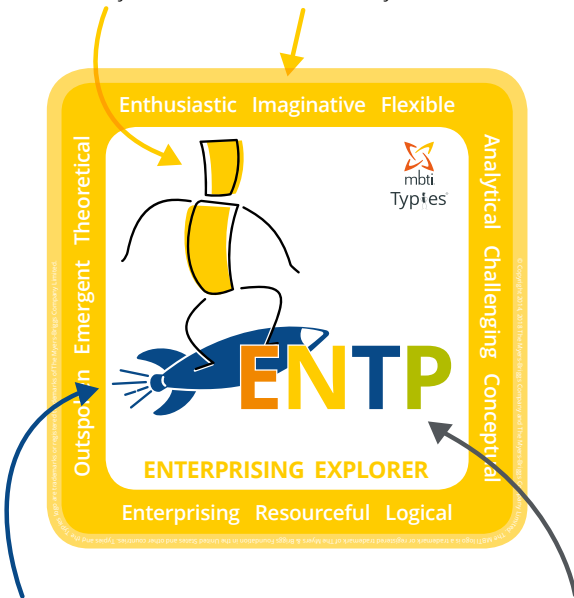
**ISTP, INTP, ESTJ** and **ENTJ**  
all have **Thinking** as their  
favorite process, so they  
are blue.

## SEE THE ESSENCE OF EACH TYPE

Types® capture the essence of each MBTI personality type with words and a 'character'.

The colors make these concepts much more visual – and easier to learn and remember.

ENTP's favorite process is **Intuition** (yellow) – so the ENTP Type character is yellow and the border is yellow.



ENTP's second favorite process is **Thinking** (blue) – so the Type is shown interacting with a blue object.

Each individual letter of the **MBTI type** uses the colors described on the previous pages.



# Bring **MBTI**<sup>®</sup> **type** to life

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Learn what the MBTI colors mean  
and see how they make type  
concepts easy to remember

## **About The Myers-Briggs Company**

The Myers-Briggs Company empowers people to be the best versions of themselves. We're established assessment developers, expert trainers and experienced psychologists who help organizations around the world to improve teamwork, develop inspirational leaders, foster diversity, and solve their most complex people challenges.

[www.themyersbriggs.com](http://www.themyersbriggs.com)



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