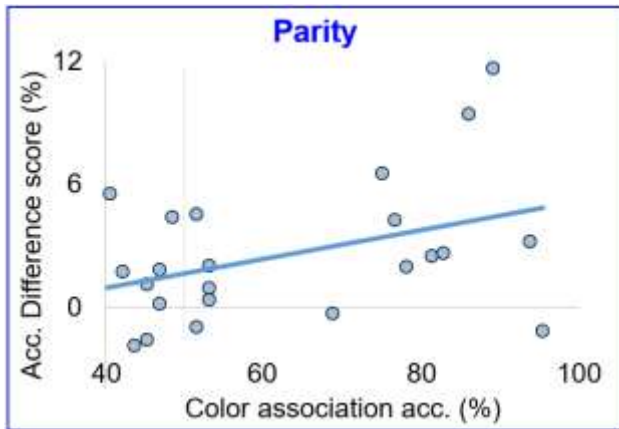
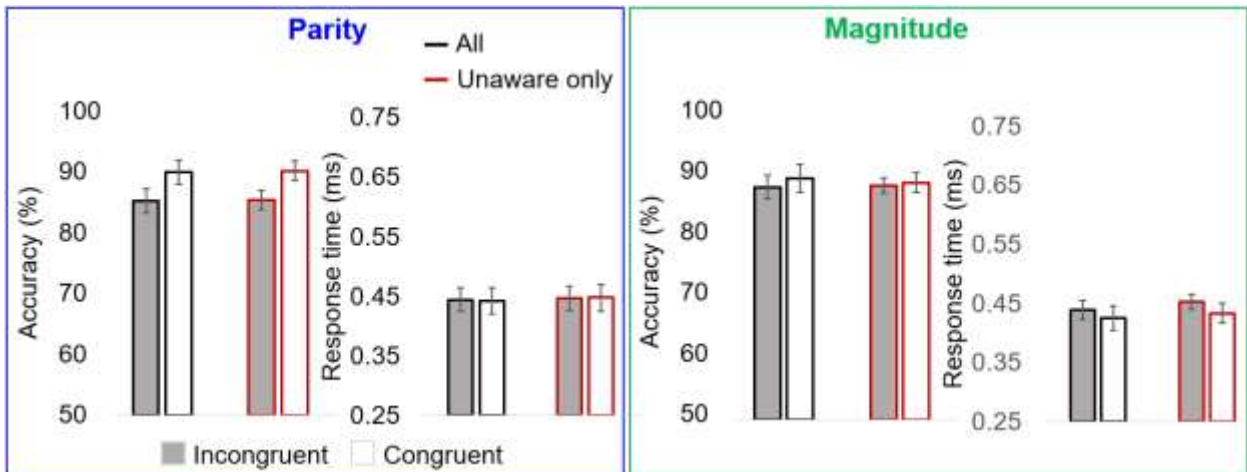


**Supplemental figures**



**Figure S1.** Color association report accuracy correlated with the accuracy effect in the main experiment for concept-level parity.



**Figure S2. Questionnaire results impact (N=36).** Main concept-level experimental results for participants unaware of the congruency between color and numerical concepts (bars outlined in red; parity: N=15; magnitude: N=12), contrasted to all the participants (bars outlined in black; parity and magnitude: N=17). Bar graphs display the means, with error bars of  $\pm 1$  SE.

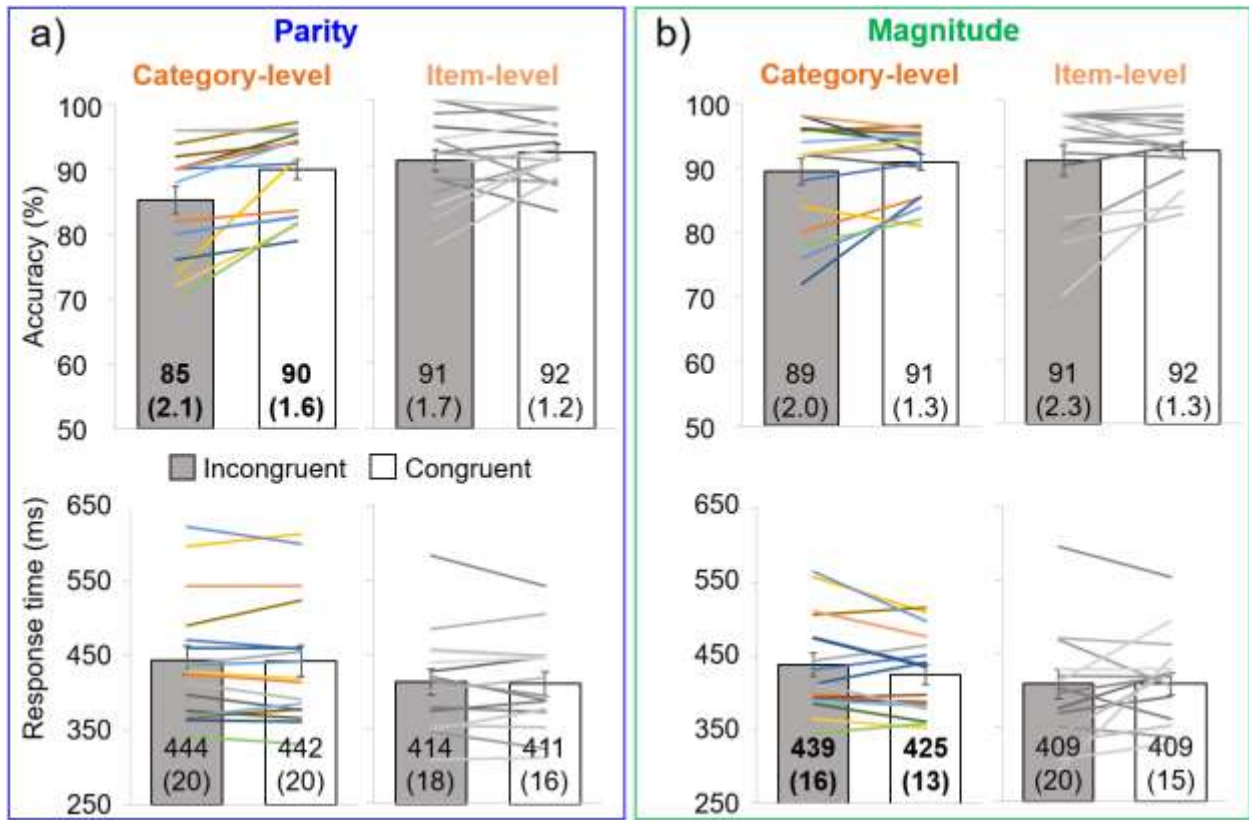


Figure S3. Main experimental data for the first 36 participants (notes as in Fig. 2).

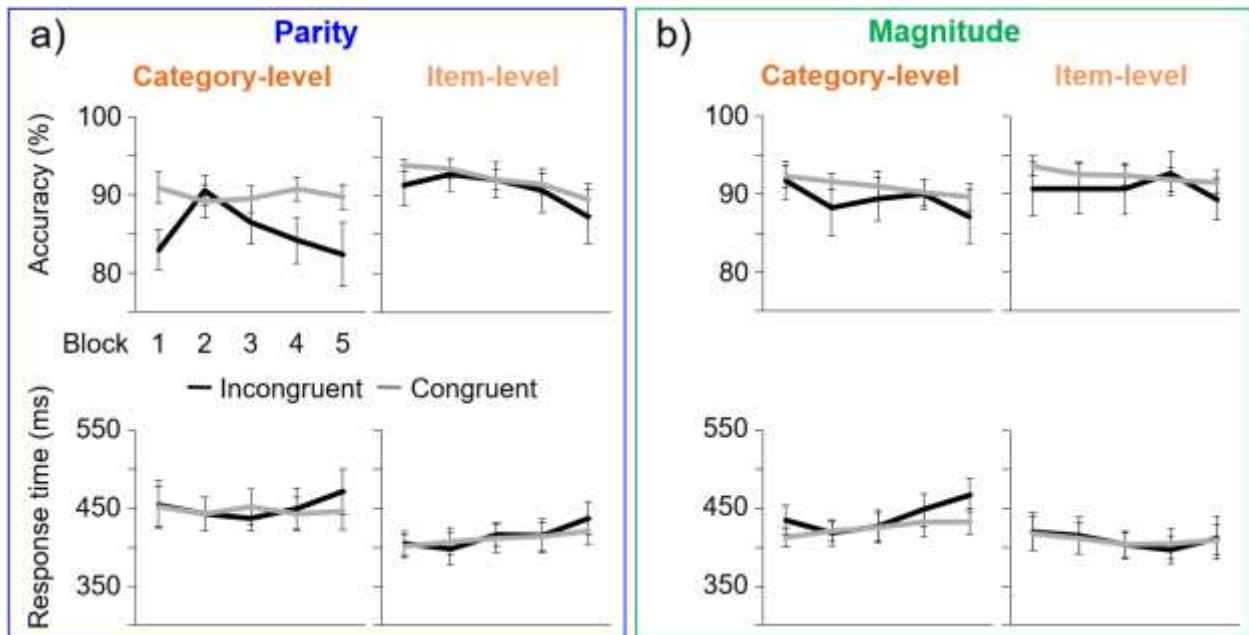
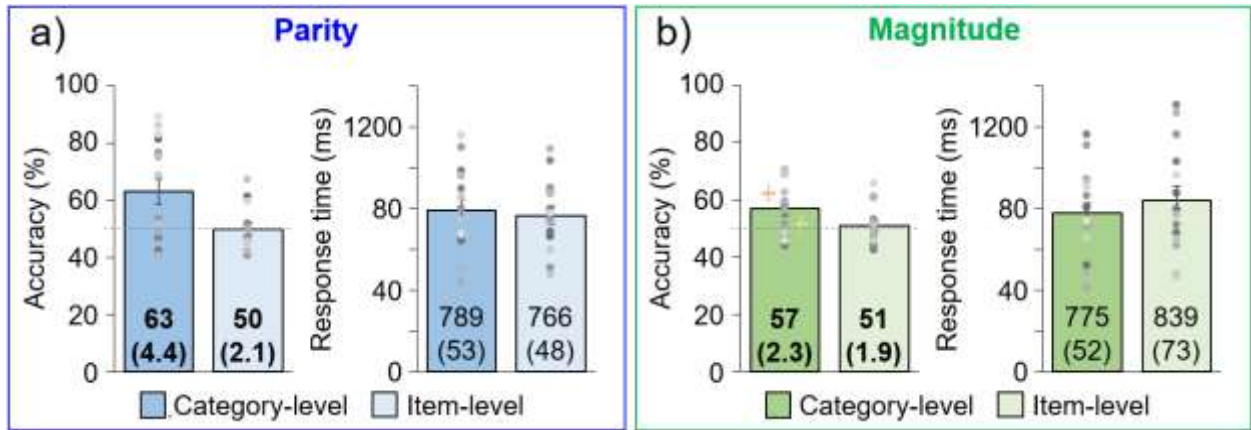


Figure S4. Mean results across blocks (1-5) for the first 36 participants (notes as in Fig. 3).



**Figure S5.** Explicit, color association report task results for the first 36 participants (notes as in Fig. 4).