

The Meaning Of Color:



Bright Red—Optimistic, dynamic, energizing, exciting, sexy, intense, stimulating, aggressive, powerful, energetic, dangerous
International significance—China = good luck; India = purity; Eastern cultures = signifies joy when combined with white



Burgundy—Vigor, elegance, richness, refinement, leadership, maturity, expensive



Blue—Truth, healing, tranquility, stability, peace, harmony, wisdom, trust, calm, confidence, protection, security, loyalty
International significance—China = immortality; Hindus = color of Krishna



Green—Nature, envy, healing, fertility, good luck, hope, stability, success, generosity
International significance—China & France = negative significance for package goods; India = color of Islam; some tropical countries = danger



Brown—Stability, masculinity, reliability, comfort, endurance, simplicity, friendship
International significance—Colombia = discourages sales; India = the color of mourning



Light Pink—Love, romance, softness, delicacy, sweetness, friendship, tenderness, fidelity, compassion



Bright Yellow—Cheeriness, joy, action, optimism, happiness, idealism, summer, hope, imagination, sunshine, philosophy, youth
International significance—Asia = sacred, imperial



Fuchsia—Hot, sensual, exciting, bright, fun, energetic, feminine



Orange—Ambition, fun, happy, energetic, balance, flamboyant, warmth, enthusiasm, generosity, vibrant, expansive, organic
International significance—Ireland = religious significance (Protestant)



Light Blue—Peace, tranquility, quiet, cool, clean, soft, pure, understanding



Purple—Spirituality, royalty, mystery, wisdom, transformation, independence, enlightenment, respect, wealth



Navy—Dignity, credibility, strength, authority, conservative, trustworthiness, traditional, quiet, confident, serene



Beige—Earthy, classic, neutral, warm, soft, bland, melancholy



Greenish Yellow—Tart, fruity, acidic, jealousy



Lime—Tart, fruity, acidic, refreshing, lively, revitalizing



Terra-cotta—Wholesome, earthy, country, welcoming, warmth, stability, fall, harvest



Lavender—Enchantment, nostalgia, delicacy, floral, sweet, fashion



Teal Blue—Emotional healing, pleasing, rich, protection, unique, expensive



Olive Green—Traditional color of peace, camouflage, classic, adventure
International significance—Military



Neutral Gray—Neutral, corporate, classic, practical, cool, timeless, quiet, quality