



## Colours and their Meaning

<b>Red</b>	excitement, energy, passion, desire, speed, strength, power, heat, love, aggression, danger, fire, blood, war, violence, aggression, all things intense and passionate, beauty, courage and respect, romantic love, congratulations, I love you, courage & passion
<b>Dark Red</b>	unconscious beauty
<b>Pink</b>	appreciation, "thank you", grace, perfect happiness, admiration, gentleness
<b>Light Pink</b>	admiration, sympathy, gentleness, grace, gladness, joy, sweetness
<b>Dark Pink</b>	appreciation, gratitude, thank you
<b>Yellow</b>	joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard, gladness, friendship, delight
<b>Pale Peach</b>	modesty
<b>Peach</b>	appreciation, sincerity, gratitude
<b>Orange</b>	energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention, desire, enthusiasm
<b>Blue</b>	peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, appetite suppressant
<b>Green</b>	nature, environment, healthy, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune
<b>Purple</b>	royalty, spirituality, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning
<b>Gray</b>	security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring
<b>Brown</b>	earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, and comfort
<b>White</b>	reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, marriage (Western cultures), death (Eastern cultures), cold, clinical, sterile, purity, innocence, silence, secrecy, reverence, humility, youthfulness, heavenly
<b>Black</b>	Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning, death (Western cultures).



## Colours and Culture

The meaning of colour also vary among the different cultures we live in, here are some colours and their meaning in other cultures.

### Red

China - symbol of celebration and luck, used in many cultural ceremonies that range from funerals to weddings.

India - color of purity (used in wedding outfits).

### Yellow

Asia - sacred, imperial.

Western cultures - joy, happiness.

### Blue

China - associated with immortality.

Colombia - associated with soap.

Hindus - the color of Krishna.

Jews - holiness.

Middle East - protective color.

(Note: Blue is often considered to be the safest global color)

### Green

China - studies indicate this is not a good color choice for packaging, green hats mean a man's wife is cheating on him.

France - studies indicate this is not a good color choice for packaging.

India - the color of Islam.

Ireland - religious significance (Catholic).

Some tropical countries - associated with danger

### Purple

Western cultures - royalty.

### Brown

Colombia - discourages sales.

### White

Eastern cultures - mourning, death.

Japan - white carnations signify death.

Western - purity

### Black

Western cultures - mourning, death.