



# Color Symbolism



<http://desktoppub.about.com/cs/color/a/symbolism.htm>

*Pick one extra color of your choice and add it to the bottom of the chart!*

## Define the three following terms:

Adjacent- Harmonizing colors appear next to each other on the color wheel.

Complementary- Colors are on opposite sides of the color wheel.

Contrasting- Colors are separated from each other by other colors—they come from different segments of the color wheel.

Color	Overall Meaning	Nature of Color	Culture of Color	Using Color	Language of Color(Good/Bad)
<b>Blue</b>	Blue is friendly, authoritative, peaceful, and trustworthy.	Blue is calming. It can be strong and steadfast or light and friendly. Almost everyone likes some shade of the color blue.	Blue is significant in religious beliefs, brings peace or is believed to keep the bad spirits away. Conveys importance and confidence without being somber or sinister.	combining light and dark shades of blue creates a conservative but sophisticated look with subtle contrast. pastel blues, especially alongside pinks and pale yellows suggest springtime, while deep blue is a colder weather color.	Good: <ol style="list-style-type: none"><li>1. True blue - someone loyal and faithful</li><li>2. Baby blues - blue eyes</li></ol> Bad: <ol style="list-style-type: none"><li>1. Blue devils - feelings of depression</li><li>2. Blue language - profanity</li></ol>
<b>Green</b>	Green is the color of life, of nature.	Green is life. Abundant in nature, green signifies growth, renewal, health, and environment. On the	Green is strongly associated with Ireland, the Irish, and St. Patrick's Day. Green also has close	A warming and cooling effect, the color green denotes balance, harmony, and stability. Several shades of green for a fresh, Springtime feel.	Good: <ol style="list-style-type: none"><li>1. Green light - go, permission to proceed (with a task)</li><li>2. Green thumb - good with plants</li></ol>

		flip side, green is jealousy or envy and inexperience. It is a restful color with some of the same calming attributes of blue.	associations with Islam. green in nature the color is reminiscent of Spring. It's also the color for "go" on a traffic light.		Bad: <ul style="list-style-type: none"> <li>1. Green-eyed monster – jealousy</li> <li>2. Green around the gills - pale, sickly</li> </ul>
<b>White</b>	White is purity, cleanliness, and innocence.	White is a brilliant color that can cause headaches for some. Too much bright white can be blinding.	Western countries white is the color for brides. In the East, it's the color for mourning and funerals. White is often associated with hospitals, doctors, nurses and dentists. Some cultures view white as the color of royalty or of deities. Angels are typically depicted as wearing white.	white is seen as a neutral background color and other colors, are the colors that convey the most meaning in a design. Use white to signify cleanliness, purity or softness. Some neutral beige, ivory and creams carry the same attributes as white but are more subdued and less brilliant than white. Use lots of white for a summery look. Use small amounts of white to soften a wintery palette or suggest snow. Use white for simple, formal invitations and thank you cards.	Good: <ul style="list-style-type: none"> <li>1. White elephant - rare, valuable but perhaps unwanted</li> <li>2. White list - list of good or acceptable item</li> </ul> Bad: <ul style="list-style-type: none"> <li>1. Whitewash - cover up, conceal</li> <li>2. Whiteout - zero visibility</li> </ul>
<b>Red</b>	A strong color that conjures up a range of seemingly conflicting emotions from passionate love to violence and warfare.	A stimulant, red is the hottest of the warm colors. Studies show that red can have a physical effect, increasing the rate of respiration and raising blood pressure.	The expression "seeing red" indicates anger and may stem not only from the stimulus of the color but from the natural flush (redness) of the cheeks, a physical reaction to anger,	Use the color red to grab attention and get people to take action. A little bit of red goes a long way. Small doses can often be more effective than large amounts of this strong color. Use red to suggest speed combined with confidence and perhaps even a dash of danger.	Good: <ul style="list-style-type: none"> <li>1. Red letter day - important or significant occasion</li> <li>2. Paint the town red - celebrate, go out partying</li> </ul> Bad: <ul style="list-style-type: none"> <li>1. Red herring - something that deceives or distracts attention from the truth</li> </ul>

			increased blood pressure or physical exertion		2. Red flag - denotes danger, warning or an impending battle
<b>Yellow</b>	Yellow is for happy people and cowards. Mostly warm and friendly, yellow usually works best as a companion to other colors	Yellow is sunshine. It is a warm color that, like red, has conflicting symbolism. On the one hand, it denotes happiness and joy, but on the other hand yellow is the color of cowardice and deceit.	For years yellow ribbons were worn as a sign of hope as women waited from their men to come marching home from war. Today, they are still used to welcome home loved ones. The use for hazard signs creates an association between yellow and danger, although not quite as dangerous as red.	Yellow often works best when paired as an accent to other colors. Yellow is a perky color. Use bright yellow to create excitement when red or orange may be too strong or too dark. Use yellow to suggest freshness and citrus fruitiness. Golden yellows can stand in for gold.	<p>Good:</p> <ol style="list-style-type: none"> <li>1. Yellow ribbon - hope, support, remembrance</li> <li>2. Mellow yellow - laid back, relaxed</li> </ol> <p>Bad:</p> <ol style="list-style-type: none"> <li>1. Yellow or yellow streak or yellow-bellied - cowardice or coward</li> <li>2. Yellow journalism - irresponsible reporting, sensationalist writing</li> </ol>
<b>Orange</b>	Orange is vibrant. It denotes energy, warmth, and the sun. But orange has a bit less intensity or aggression than red, calmed by the cheerfulness of yellow.	Orange is a stimulant — stimulating the emotions and even the appetite. Orange can be found in nature in the changing leaves of fall, the setting sun, and the skin and meat of citrus fruit.	Orange brings up images of autumn leaves, pumpkins, and Halloween. It represents the changing seasons. Because orange is also a citrus color, it can conjure up thoughts of vitamin C and good health.	The color orange — it demands attention. The softer oranges such as peach are even friendlier, more soothing. Peachy oranges are less flamboyant than their redder cousins but still energetic. In keeping with its transitional appearance in nature, you might use shades of orange to indicate transition or a bridge between two opposing factors.	none

<b>Black</b>	Black is conservative, goes well with almost any color except the very dark. It also has conflicting connotations. It can be serious and conventional. The color black can also be mysterious, sexy, and sophisticated.	Black is the absence of color. In clothing, black is visually slimming. Black, like other dark colors, can make a room appear to shrink in size, and even a well-lit room looks dark when it has a lot of black. Black makes other colors appear brighter.	In most Western countries black is the color of mourning. Among young people, black is often seen as a color of rebellion. Black is both positive and negative. It is the color for little boys in China.	Use the color black to convey elegance, sophistication or a touch of mystery. Dark charcoal gray and very dark brown can sometimes stand in for black. In printing, black is not always a single ink color. It can be a combination of pure black ink with a percentage of magenta, cyan and yellow included to change the appearance of the black, usually to deliver a richer, more vibrant shade of black. Discover black ink formulas for rich blacks and tips for designing using warm, neutral and cool blacks.	<p>Good:</p> <ol style="list-style-type: none"> <li>1. Black tie - formal as in formal party attire</li> <li>2. Black box - equipment or apparatus</li> </ol> <p>Bad:</p> <ol style="list-style-type: none"> <li>1. Black out - Loss of consciousness or the act of erasing something</li> <li>2. Blacklist - people or organizations to boycott, avoid or punish</li> </ol>
<b>Brown</b>	Brown is a natural, down-to-earth neutral color. It is found in earth, wood, and stone.	Brown is a warm neutral color that can stimulate the appetite. It is found extensively in nature in both living and non-living materials.	Brown represents wholesomeness and earthiness. While it might be considered a little on the dull side, it represents steadfastness, simplicity, friendliness, dependability and health.	Brown and its lighter cousins in tan, taupe, beige and cream make excellent backgrounds that cause accompanying colors to appear richer and brighter. Use brown to convey a feeling of warmth, honesty and wholesomeness. Although found in nature year-round, brown is often	<p>Good:</p> <ol style="list-style-type: none"> <li>1. Brown bottle – beer</li> <li>2. Brown – cook</li> </ol> <p>Bad:</p> <ol style="list-style-type: none"> <li>1. Brown-nose - someone who attempts to ingratiate themselves with people of authority</li> <li>2. Brown study - someone who is aloof, indifferent</li> </ol>

				considered a fall and winter color. It is more casual than black.	
<b>Purple</b>	Purple is warm and cool, fitting for kings, priests, and ladies	Purple has a special, almost sacred place in nature: lavender, orchid, lilac and violet flowers are delicate. Because the color is derived from a mix of a strong warm and strong cool color, it has both warm and cool properties.	Color of mourning for widows in Thailand, purple was the favorite color of Egypt's Cleopatra. It has been associated with royalty in many cultures. Purple robes were worn by royalty and people of authority or high rank. The Purple Heart is a U.S. Military decoration given to soldiers wounded in battle.	Purple for your web and print designs add a range of meanings to your projects. A deep eggplant purple combined with neutral tan or beige is an earthy, conservative color combination with a touch of the mystery that purple provides.	none
Turquoise	A mix of blue and green, turquoise has a sweet feminine feel while the darker teal shades add lively sophistication.	Represents water, thus the names aqua and aquamarine. Like still water, it projects peace and tranquility. It is an open and friendly color that offers balance and stability. Turquoise is linked to emotional balance and serenity.	The color turquoise undoubtedly takes its name from the valuable and popular mineral of the same name often used in jewelry. closely associated with the Middle East and the American Southwest.	Equally popular with men and women. the dark shades of turquoise are perceived to be masculine, you can create feminine appeal with the light shades. Some shades of turquoise have a '50s '60s retro feel. Teal has a darker, more sophisticated look. Like the mineral, turquoise shades range from almost sky blue to deep greenish blues.	None