

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



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



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



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



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



Bright Yellow—Cheeriness, joy, action, optimism, happiness, idealism, summer, hope, imagination, sunshine, philosophy, youth,

International significance—Asia = sacred, imperial



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



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



Blue—Truth, healing, tranquility, stability, peace, harmony, wisdom, trust, calm, confidence, protection, security, loyalty

International significance—China = immortality; Hindus = color of Krishna



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



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



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



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



Orange—Ambition, fun, happy, energetic, balance, flamboyant, warmth, enthusiasm, generosity, vibrant, expansive, organic

International significance—Ireland = religious significance (Protestant)



Greenish Yellow—Tart, fruity, acidy, jealousy



Olive Green—Traditional color of peace, camouflage, classic, adventure

International significance—Military



Brown—Stability, masculinity, reliability, comfort, endurance, simplicity, friendship

International significance—Colombia = discourages sales; India = the color of mourning



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



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



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

Other International significance—In Korea, pastels = trust