The Meaning Of Color:

exciting, sexy, in powerful, energe International	significance—China = good rity; Eastern cultures = signifies	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
	gor, elegance, richness, ership, 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
peace, harmony confidence, prot International	aling, tranquility, stability, y, wisdom, trust, calm, tection, security, loyalty significance—China = dus = 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
hope, stability, so International s = negative signif	, envy, healing, fertility, good luck, access, generosity significance—China & France ficance for package goods; India 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
comfort, endurar International	ty, masculinity, reliability, nce, simplicity, friendship significance—Colombia = s; 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