

WESTERN Color Symbolism Chart

RED Excitement, energy, passion, love, desire, speed, strength, power, heat, aggression, danger, fire, blood, war, violence, all things intense and passionate.

PINK symbolizes love and romance, caring, tenderness, acceptance and calm.

BEIGE AND IVORY symbolize unification. Ivory symbolizes quiet and pleasantness. Beige symbolizes calm and simplicity.

YELLOW Joy, happiness, betrayal, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, jealousy, covetousness, deceit, illness, hazard and friendship.

BLUE Peace, tranquility, cold, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, technology, depression, appetite suppressant.

TURQUOISE symbolizes calm. Teal symbolizes sophistication. Aquamarine symbolizes water. Lighter turquoise has a feminine appeal.

PURPLE Royalty, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, and mourning.

LAVENDER symbolizes femininity, grace and elegance.

ORANGE Energy, balance, enthusiasm, warmth, vibrant, expansive, flamboyant, demanding of attention.

GREEN Nature, environment, healthy, good luck, renewal, youth, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, vigor.

BROWN Earth, stability, hearth, home, outdoors, reliability, comfort, endurance, simplicity, and comfort.

GREY Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring. Silver symbolizes calm.

WHITE Reverence, purity, birth, simplicity, cleanliness, peace, humility, precision, innocence, youth, winter, snow, good, sterility, marriage (Western cultures), death (Eastern cultures), cold, clinical.

BLACK Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, unhappiness, depth, style, evil, sadness, remorse, anger, anonymity, underground, good technical color, mourning, death (Western cultures).

Eastern World:

Marriage: White and pink are favorite just as in the western world.

Green: Eternity, family, harmony, health, peace, posterity

Happiness: Red

Helpful: Gray

Wealth: Blue, gold and purple

White: Children, helpful people, marriage, mourning, peace, purity, travel

Gold: Strength, wealth

Evil or sadness- Just like in the western world- black.