

INTERNATIONAL COLOR SYMBOLISM

| BLACK | WHITE | YELLOW | GREEN | BLUE | PURPLE | PINK | RED | ORANGE | BROWN |
|---|--|---|---|--|---|---|--|--|--|
| <p>WESTERN death, evil, sin, funerals, mourning, rebellion, elegance, sophistication, formality, power, control</p> <p>EASTERN wealth, prosperity, health, masculinity, knowledge, mystery, evil, mourning</p> <p>EUROPE mourning, death, evil, formality, elegance, sophistication</p> <p>MIDDLE EAST rebirth, evil, mystery</p> <p>AFRICA age, wisdom, maturity, masculinity</p> <p>BRAZIL sophistication, authority, mourning, religion, formality</p> <p>CHEROKEES problems, death, represents the West</p> <p>CHINA trust, high quality, color for young boys</p> <p>INDIA laziness, anger, intolerance, apathy, evil, darkness, negativity, lack of desirability</p> <p>ITALY death, mourning, humility</p> <p>JAPAN night, unknown, nonbeing, mystery, anger</p> <p>S. KOREA darkness, mystery, mourning</p> <p>THAILAND unhappiness, bad luck, evil</p> <p>AUSTRALIAN ABORIGINES ceremonial color</p> | <p>WESTERN purity, peace, elegance, wedding color, brides, angels, doctors, antiseptic</p> <p>EASTERN death, mourning, funerals, sadness, purity, age, unhappiness, misfortune</p> <p>EUROPE purity, cleanliness, emptiness, neutrality, antiseptic, surrender</p> <p>MIDDLE EAST purity, mourning</p> <p>AFRICA victory, purity</p> <p>CHEROKEES peace, happiness, represents the South</p> <p>CHINA death, mourning, virginity, purity, humility, age, misfortune</p> <p>INDIA creation, rebirth, light, serenity, reincarnation, peace, purity, unhappiness, widow, death, funerals</p> <p>IRELAND leisure, sports, peace</p> <p>ITALY virtue, purity</p> <p>JAPAN death, mourning</p> <p>S. KOREA purity, innocence, morality, birth & death, patriotism</p> <p>THAILAND purity, auspiciousness</p> | <p>WESTERN happiness, joy, hope, optimism, creativity, energy, awareness, hazards, warning, weakness, femininity</p> <p>EASTERN sacredness, sovereignty, earth, power, royalty, sun, happiness, masculinity</p> <p>EUROPE happiness, joy, quality, weakness, hazard, warning</p> <p>MIDDLE EAST happiness, prosperity</p> <p>AFRICA wealth, high rank, religion, ceremony, visibility</p> <p>AUSTRALIA resurrection, rebirth</p> <p>CHINA sacredness, sovereignty, nourishment, royalty, honor, masculinity</p> <p>EGYPT soul, sun, happiness, prosperity, mourning</p> <p>FRANCE summer, joy, jealousy</p> <p>GREECE sadness</p> <p>INDIA merchants, sacredness, auspiciousness, peace, happiness, meditation, mental development</p> <p>JAPAN courage, nobility, beauty, refinement, aristocracy, cheerfulness</p> <p>MEXICO mourning</p> <p>NETHERLANDS food</p> <p>SAUDI ARABIA strength, reliability</p> <p>THAILAND Buddhism, royalty, auspiciousness, color for Monday</p> | <p>WESTERN nature, spring, new birth, regeneration, luck, go, environmental awareness, money, jealousy, greed, Saint Patrick's Day</p> <p>EASTERN eternity, new life, regeneration, family, health, prosperity, peace</p> <p>EUROPE nature, fertility, confidence, jealousy, inexperience</p> <p>MIDDLE EAST Islam, strength, fertility, luck, wealth, prestige</p> <p>CHINA spring, youth, birth, infidelity, exorcism, desirability, disgrace</p> <p>EGYPT hope, spring, fertility</p> <p>INDIA Islam, hope, new beginnings, nature, harvest, virtue, happiness</p> <p>INDONESIA a forbidden color</p> <p>IRELAND Ireland – the Emerald Isle, patriotism, nationalism</p> <p>ISLAM perfect faith</p> <p>ISRAEL bad news</p> <p>JAPAN eternal life, youth</p> <p>S. KOREA youth, energy</p> <p>NORTH AFRICA corruption</p> <p>SAUDI ARABIA wealth, prestige</p> <p>SOUTH AFRICA death</p> <p>THAILAND color for Wednesday</p> | <p>WESTERN trust, loyalty, authority, conservatism, business, peace, calm, depression, sadness, masculinity</p> <p>EASTERN immortality, wealth, self-cultivation</p> <p>EUROPE truth, responsibility, fidelity, serenity</p> <p>MIDDLE EAST safety, protection</p> <p>BELGIUM traditionally used for baby girls</p> <p>CHEROKEES defeat, trouble</p> <p>CHINA immortality, femininity</p> <p>EGYPT truth, justice, virtue, faith, protection, reproduction</p> <p>FRANCE water, reliability, trust</p> <p>INDIA heavens, love, truth, mercy, strength, bravery, manliness, determination</p> <p>INDONESIA sadness</p> <p>IRAN heaven, spirituality, mourning, immortality</p> <p>ISRAEL coat of arms</p> <p>ITALY mourning, heaven, purity</p> <p>S. KOREA integrity, mourning</p> <p>MEXICO trust, serenity, mourning</p> <p>THAILAND color for Friday</p> <p>TURKEY healing, wealth, repels evil</p> | <p>WESTERN royalty, spirituality, faith, wealth, fame, high-ranking positions of authority, luxury, calm, magic</p> <p>EASTERN wealth, nobility, privilege, sorrow, mourning</p> <p>EUROPE royalty, nobility, luxury, power, vanity</p> <p>MIDDLE EAST wealth</p> <p>BRAZIL death, mourning</p> <p>EGYPT virtue, faith</p> <p>FRANCE freedom, peace</p> <p>INDIA sorrow, unhappiness</p> <p>ITALY death, mourning, endurance of suffering, nobility</p> <p>JAPAN wealth, privilege, power, royalty</p> <p>THAILAND death, mourning, widows, color for Saturday</p> | <p>WESTERN love, romance, femininity, childhood, babies, nurturing, sweetness, Valentine's Day</p> <p>EASTERN marriage, femininity</p> <p>EUROPE baby girls, delicate, flirtation, sensitivity, serenity, femininity</p> <p>BELGIUM traditionally used for baby boys</p> <p>JAPAN spring, femininity, youth, good health, well-liked by both males & females</p> <p>S. KOREA trust</p> <p>THAILAND color for Tuesday</p> | <p>WESTERN stop, danger, anger, blood, energy, excitement, action, adventure, love, passion, Valentine's Day</p> <p>EASTERN prosperity, good fortune, happiness, worn by brides, celebration, communism</p> <p>EUROPE visibility, cheapness, loudness</p> <p>MIDDLE EAST danger, caution, evil</p> <p>AFRICA death, mourning</p> <p>CHINA good fortune, happiness, celebration, summoning, vitality, prosperity, long life, wedding color</p> <p>ENGLAND power, authority, government</p> <p>FRANCE passionate love, lust, virility</p> <p>INDIA purity, love, sensuality, fertility, beauty, wealth, power, wedding color, married woman, fear, fire</p> <p>ITALY light, fidelity</p> <p>JAPAN life, fertility, passion, strength, anger, danger, self-sacrifice</p> <p>S. KOREA good fortune, passion</p> <p>NETHERLANDS nature, government, royalty</p> <p>RUSSIA communism, revolution, wedding color</p> <p>THAILAND Buddhism, color for Sunday</p> <p>TURKEY death</p> | <p>WESTERN energy, vitality, excitement, adventure, creativity, caution, construction, harvest, autumn, affordability, Halloween (with black)</p> <p>EASTERN love, happiness, spirituality, humility, good health, immortality</p> <p>EUROPE purity, cleanliness, good</p> <p>MIDDLE EAST mourning, loss</p> <p>AUSTRALIA animals</p> <p>BRAZIL environment</p> <p>FRANCE earth</p> <p>INDIA the most sacred color, purity, courage, sacrifice, religious abstinence, death, rebellion</p> <p>IRELAND religious color for Protestants, appears on the Irish flag along with white for peace & green for Catholics</p> <p>JAPAN love, happiness, courage</p> <p>NETHERLANDS royalty, color of the Dutch royal family</p> <p>THAILAND color for Thursday</p> | <p>WESTERN comfort, stability, practicality, wholesomeness, dullness, fertility, organic, earthiness, poverty</p> <p>EASTERN earth, mourning</p> <p>EUROPE masculinity, earth</p> <p>MIDDLE EAST earth, comfort</p> <p>AFRICA earth</p> <p>AUSTRALIA color of the land</p> <p>BRAZIL nature</p> <p>CHINA earth</p> <p>INDIA color of mourning</p> <p>INDONESIA earth</p> <p>JAPAN earth, strength, durability</p> <p>NICARAGUA disapproval</p> |