

COLORS & THEIR MEANING

COLOR	AMERICAN CULTURE	OTHER USES, MEANINGS AND CULTURES OF PAST & PRESENT
RED	Hate, anger, joy, courage & bravery , of royalty & nobility, high ranking, blood, life, magic, poison, passionate , stop, loving , flavorful for food/ripeness, heat/hot, rebellious .	Egyptian used red to communicate good dream. the Red Planet Mars is the God of War. In China , the bride wears red and also used to signify Revolution from the South. Indian Goddess, Lakshmi is Goddess of beauty and wealth. A scarlet woman in Ancient Babylon was seen in gold and red carrying a cup full of names of blasphemy. In nature, Man of War Birds (Frigate birds) develop an enormous red throat during breeding season to attract mates. Persian and Turkish carpets with colors of red hang on walls are valued for its meaning of joy and happiness. In England , red is the color of monarchy used in the robes and crowns of Monarchs. The Red Cross was chosen for wartime aid.
BLUE	Noble , royalty, cool , isolation, tranquil/calm/relaxing, sad , water, boy, best (Blue Ribbon) , honorable , loyal , infinite, sky/heaven and sea/ocean, high status, high in value.	In China , peasants and manual laborers represents working life because the indigo plant grows all over and bears dirt more gracefully than other colors. Indigo is used to dye cotton weave which creates the different shades of faced blue denim as it wears off. The Romans thought of blue as associated with black with melancholic humor. Turquoise is the national color of Persia for its turquoise gemstones called <i>pinuseh</i> which means joy. Picasso named a series of his artworks called the Blue Period which expressed poverty, isolation and suffering from 1901-1904. Wedgwood blue (pale blue) was used for 200 years making porcelain urns. Josiah Wedgwood conducted 10,000 research experiments in order to get just the right shade of blue.
YELLOW OR GOLD	Happy, cheerful , sun, life, enlightenment, intellectual , spring, citrus, poisonous, coward, cautious , royal, valuable.	In Greece , they used the sun to lighten hair to a Golden blonde (yellow) which was seen as beautiful and heroic. Asian races have skins of yellow tones in comparison to pink tones of Caucasians. Chinese uses yellow as their Imperial color. Buddhist monks dye their robes with saffron to give orange yellow hue. Yellow was seen as a hostile color for obsessive greed due to the similarities with gold. Christians saw yellow as sacred and divine. In 16th Century Spain , victims wore yellow to denote heresy and treason. The French Empress Eugenie used aspects of physics to aesthetic advantage to soften the harsh bronze tint of her hair, she dusted it with fine gold powder.
GREEN	Life, rebirth and spring, mold, decay, illness, nausea, poison, envy and jealousy , vegetation, greed/money , nature loving , eerie, alien, reptilian, corrosion.	Theatres since 1678 have afforded the customary backstage sanctuary called the Green Room to actors awaiting call or entertaining friends. The color Green was thought to relieve the actors' eyes from the glare of stage lights. The human body is never green unless it is seriously ill with seasickness, poisoning, infection, bruises or death. The body generates urine, pus and phlegm which are unpleasant and disgusting. Use of camouflage was first recorded worn by outlaw Robin Hood in the forests of England . Green was worn for weddings traditionally in Europe symbolizing fertility. Supernatural phenomena such as the Green Flash creates an eerie optical effect.
VIOLET OR PURPLE	Regal, immature, passionate , internalization/sublimation, confident, fashionable , powerful spirit, luxurious, exotic, intoxicating,	The most prized color in the Ancient world is the Phoenician Tyrian Purple is lost. It was a derivative of the mollusk, <i>purpura</i> and is thought to have been a dark red by modern definition. In France , William Henry Perkin was a teenage assistant creating a synthetic color called "Perkin's Mauve" which was used popularly in mid-19 th century by fashion-conscious royalty. Priests of various ancient civilizations wore purple robes to signify divine connotations. Flowers such as violets and lavenders have medicinal qualities that relates to sleeping or calming.

<p>ORANGE</p>	<p>Earth, flames, orange fruit, homely, natural, warmth, exotic, fall season, comforting, sunsets, appetizing food, warning & safety, desert rocks & sands, institutional, *BRIGHT oranges are cheerful, flamboyant, expansive, rich while DULL oranges are irritating, spineless, and cheap.</p>	<p>There was no word for orange until the fruit arrived-during the 9th-11th centuries and it was not fair from the associations of the fruit until the 17th century. The word orange was derived from Arabic, naranj, which in turn means “fruit approved by elephants.” The fruit itself was thought to have originated in Southeast Asia then brought to Europe by Arabs. In England, reddish orange hair was popular to emulate their Virgin Queen. In France, brides were adorned with orange blossoms to symbolize their hope of fruitfulness. Mesopotamians, Byzantines and Romans fired bricks of orange color and used for much of the structures of the time. Orange is used at sea for visibility.</p>
<p>BLACK</p>	<p>Dark, night, solid & heavy, infinite space, evil, death, bad, negative associations (<i>blackmail, blacklist, black sheep, etc</i>), strong, mysterious, powerful, unlucky, sophisticated, negation or rejection of society.</p>	<p>The darkest black dye comes from logwood, the bark of a Brazilian tree. In Islam, Arab women dress in concealed black veils covering from head to foot to conform to Islamic standards of decorum laid down in the 17th Century. In Europe, a black cat is a lucky omen that money is to come and one crossing your path means you get a wish.</p> <p>** Adding black to red, blue, violet and other bright colors will change their meanings to a more serious or negative meaning.</p>
<p>WHITE</p>	<p>Light, day, innocent, spiritual, light weight, heavenly, life, good, benign qualities (<i>white lie, white magic, etc.</i>), truce, surrender, cold, snow, lucky.</p>	<p>A king of Siam used to make a gift of a white elephant to whom he wished to ruin because the cost and upkeep of this animal is burdensome. In China, white is worn to mourn their dead to represent their spirits. White tennis dress has been the rule of Wimbledon in England since 1903.</p> <p>**Adding white to red, blue, violet and other bright colors will change their meanings to a more innocent or subtle meaning.</p>
<p>GRAY, SILVER OR PEARL</p>	<p>Aftermath (<i>ashes, spirits, cobwebs, dust, etc.</i>), in-between, obscurity, confused, unclear, vague, depressed, professional, intelligent, dull, structured, massive, mechanical or man-made, technology, modern, distant.</p>	<p>The color gray is rare in nature and it mainly occurs as an optical mix like multiple colors or black and white mixed to have the appearance of gray color. Silver gray plants are drought-resistant, a coating of white dust on their faintly blue-green leaves reduces evaporation. Mother of Pearl oysters and other sea shells have been used to supply pearl for buttons for hundreds of years. The rarest and most expensive are Tahitian pearls.</p>
<p>BROWN, COPPER OR BRONZE</p>	<p>Earth/dirt, natural, bountiful, food/grains, rustic, comfort, security, melancholy, gloomy, dull, glamorous (<i>metallic facets of these colors</i>)</p>	<p>Brown is the most common color for mammals (because it is the color of earth and vegetation) and occurs throughout the animal kingdom. Copper, brass, bronze and gold produce a metallic lustre which differs from a standard shine or gloss in that it is colored. Most metals are extremely opaque, even in thin sheets.</p>
<p>**Mixing colors together may actually have an effect on their meaning. For example, if you mix white with red (PINK), the meaning of LOVE may become more innocent such as a CRUSH. If you mix black to red (MAROON), the meaning of ANGER may turn into more ill-tempered nature. Mixing yellow and green colors will give a sense of life and spring feeling while a mixture of browns and oranges may provide a sense of home or autumn feel.</p>		