

# 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



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



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

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



**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



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

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



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



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

**International significance**—Asia = sacred, imperial



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



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

**International significance**—Ireland = religious significance (Protestant)



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



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



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



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



**Greenish Yellow**—Tart, fruity, acidic, jealousy



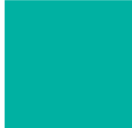
**Lime**—Tart, fruity, acidic, refreshing, lively, revitalizing



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



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



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



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

**International significance**—Military



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

**Other International significance**—In Korea, pastels = trust



**Blue**

Blue is a popular colour that represents both sea and sky. The colour symbolises some of the following:

- Faith
- Wisdom
- Loyalty
- Truth
- Heaven
- Trust
- Friendship



**White**

A common colour of a brides's wedding dress, this colour symbolises some of the following:

- Purity
- Truth
- Innocence
- Protection
- Healing
- Cleanliness



**Purple**

Purple is a combination of blue and red and is typically associated with royalty. The colour symbolises some of the following:

- Power
- Luxury
- Ambition
- Wisdom
- Dignity
- Creativity
- Magic



**Yellow**

Yellow, the colour of the sun and the thing that so many people love – sunshine. The colour symbolises some of the following:

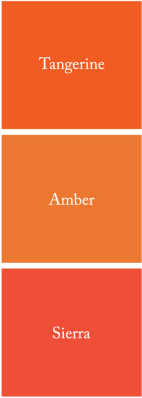
- Happiness
- Joy
- Energy
- Intellect
- Creativity
- Freshness



**Pink**

Pink is typically a colour associated with women. The colour symbolises some of the following:

- Appreciation and gratitude
- Happiness
- Admiration
- Unconditional Love
- Friendships
- Compassion and Harmony



**Orange**

Orange is a combination of both yellow and red and therefore incorporates the passion and energy of red with the happiness and joy of yellow. The colour symbolises some of the following:

- Adventure
- Creativity
- Excitement
- Desire
- Sexual Passion
- Pleasure
- Wisdom
- Wealth



**Brown**

Brown is the colour of the earth. The colour symbolises some of the following:

- Friendship
- Homeliness
- Concentration
- Courage
- Energy



**Red**

Another popular colour, red is an intense and warm colour. The colour symbolises some of the following:

- Love
- Passion
- Fire
- Blood
- Sensitivity
- Sexuality
- Romance



**Black**

Black is a very strong colour and has become more and more popular as a choice of colours for weddings. The colour symbolises some of the following:

- Elegance
- Power
- Formality
- Serenity and Tranquility
- Sensuality



**Green**

Green is the colour of nature and is a colour we see all the time – whether at the office or outside. The colour symbolises some of the following:

- Growth
- Harmony
- Fertility & Vitality
- Stability
- Endurance
- Hope
- Healing & Balance
- Peace