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

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

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

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

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

**Blue**—Truth, healing, tranquility, stability, peace, harmony, wisdom, trust, calm, confidence, protection, security, loyalty
**International significance**—China = immortality; Hindus = color of Krishna

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

**Beige**—Earthly, classic, neutral, warm, soft, bland, mellowness

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

**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

**Orange**—Ambition, fun, happy, energetic, balance, flamboyant, warmth, enthusiasm, generosity, vibrant, expansive, organic
**International significance**—Ireland = religious significance (Protestant)

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

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

**Brown**—Stability, masculinity, reliability, comfort, endurance, simplicity, friendship
**International significance**—Colombia = discourages sales; India = the color of mourning

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

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

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

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