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.

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.