

# Color Symbolism Chart



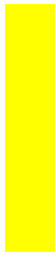
**Red:** Excitement, energy, passion, love, desire, speed, strength, power, heat, aggression, danger, fire, blood, war, violence, all things intense and passionate.



**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** signifies 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, 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.



**Gray:** Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring. Silver symbolizes calm.



**White:** 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).