

The Meaning of Colors by HENRY RUDDLE



Ever wonder what message the colors you use convey to the readers of your brochures and newsletters? In a world with billions of people and thousands of cultures, it should come as no surprise that each of the basic Crayola Starter Set colors have many associations, some specific to certain cultures. Here's a list of the ideas most commonly associated with the 10 basic colors:

RED

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

YELLOW

Joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard.

BLUE

Peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, depression, appetite suppressant.

ORANGE

Energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention, hunger, increase of appetite.

GREEN

Nature, environment, healthy, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune.

PURPLE

Royalty, spirituality, nobility, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning.

GREY

Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring.

BROWN

Earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, and comfort.

WHITE

Reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, marriage (*Western cultures*), death (*Eastern cultures*), cold, clinical, sterile.

BLACK

Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning, death (*Western cultures*). ■■



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