

Major Color Associations of Western European and American Cultures

COLOR	GENERAL APPEARANCE	ASSOCIATIONS
Red	Brilliant, intense, enlarging, masculine, active, opaque, dry	Fire, heat, strength, love, passion, power, danger, primitiveness, excitement, patriotism, sin, fierceness, sacrifice, vitality, loudness, impulsiveness, blood
Red-orange	Intense, bright, dry, enlarging, masculine	Autumn, energy, gaiety, impetuousness, strength, spirit, boldness, action, warmth, loudness
Orange	Bright, luminous, dry, enlarging, masculine, glowing	Autumn, warmth, cheer, youthfulness, vigor, exuberance, excitement, extremism, earthiness, satiety, loudness, charm
Yellow-orange	Bright, radiant, dry, enlarging masculine	Autumn, happiness, prosperity, hospitality, gaiety, optimism, openness
Yellow	Sunny, incandescent, radiant, feminine, enlarging, dry	Spring, brightness, wisdom, enlightenment, happiness, kindness, cowardice, treachery, ill health, warmth, sunlight
Yellow-green	Tender, bright, enlarging	Spring, friendship, youth, sparkle, warmth, restlessness, newness
Green	Clean, moist, reducing	Summer, youth, inexperience, growth, envy, restlessness, newness, quiet, naturalness, wealth, coolness, water, refreshing, ghastliness, disease, terror, guilt
Blue-green	Quiet, clean, moist	Summer, quietness, reserve, relaxation, faithfulness, smoothness, discriminating, rational
Blue	Transparent, wet, deep, reducing	Winter, peace, restraint, loyalty, sincerity, youth, conservatism, passivity, honor, purity, depression, melancholy, sobriety, serenity, gentleness, innocence
Blue-violet	Deep, soft, reducing, moist	Tranquility, spiritualism, modesty, reflection, somberness, maturity, aloofness, dignity, fatigue
Violet	Deep, soft, dark, misty, atmospheric, reducing	Stateliness, royalty, drama, dominance, mystery, dignity, pomposity, supremacy, formality, melancholy, quietness, mourning, loneliness, desperation, profundity, artistic, philosophical
Red-violet	Deep, soft, dark, warm	Drama, enigma, intrigue, tension, remoteness, intensity
Brown	Warm, dark, deep	Autumn, casualness, friendliness, naturalness, earthiness, tranquility, honesty, security, substance, stability, humility
White	Spatial, light, deep	Winter, snow, youthfulness, virginity, joy, purity, cleanliness, honesty, hope, innocence, spiritualism, enlightenment, forgiveness, worthiness, delicacy, love, day
Black	Spatial, dark, deep	Night, mourning, ominous, deadly, death, formality, sophistication, gloom, uncertainty, evil, mystery, dignity, sorrow
Gray	Neutral, misty	Calmness, dignity, serenity, versatility, resignation, death, ghostliness, obscurity, penitence