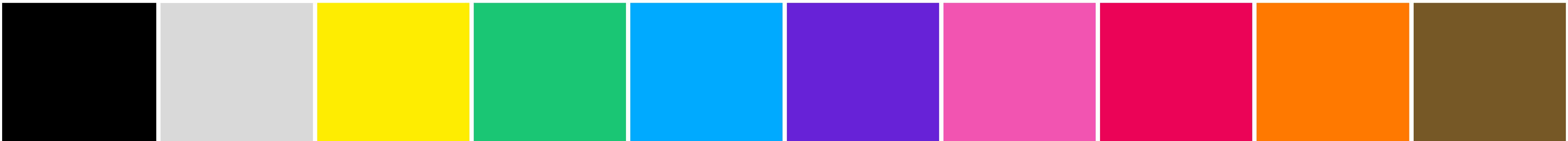


# International Color Symbolism

Taken from the book *The Visual Marketer*

Jim MacLeod



# Black

## **WESTERN**

death, evil, mourning, rebellion,  
elegance, sophistication,  
formality, power

## **EASTERN**

wealth, prosperity, health,  
masculinity, knowledge, evil,  
mourning

## **EUROPE**

mourning, death, evil,  
formality, elegance,  
sophistication

## **AFRICA**

age, wisdom, maturity,  
masculinity

## **CHINA**

trust, high quality,  
color for young boys

## **INDIA**

laziness, anger, intolerance,  
apathy, evil, darkness,  
negativity

## **MIDDLE EAST**

rebirth, evil, mystery

## **THAILAND**

unhappiness, bad luck,  
evil

## **JAPAN**

night, unknown,  
non-being, mystery, anger



# White

## **WESTERN**

purity, peace, elegance,  
brides, angels,  
doctors, cleanliness

## **EASTERN**

death, mourning,  
funerals, sadness, purity,  
age, unhappiness

## **EUROPE**

purity, cleanliness,  
emptiness, neutrality,  
surrender

## **AFRICA**

victory, purity

## **CHINA**

brightness, purity,  
fulfillment

## **INDIA**

creation, rebirth, light,  
serenity, reincarnation, peace,  
purity, death, funerals

## **MIDDLE EAST**

purity, mourning

## **THAILAND**

purity, auspiciousness

## **JAPAN**

death, mourning



# Yellow

## WESTERN

happiness, joy, hope, optimism, creativity, energy, hazards

## EASTERN

sacredness, earth, power, royalty, sun happiness, masculinity

## EUROPE

happiness, joy, quality, weakness, hazard, warning

## AFRICA

wealth, high ranking, religion, ceremony, visibility

## CHINA

sacredness, royalty, nourishment, honor, masculinity

## INDIA

merchants, sacredness, peace, happiness, meditation, mental development

## MIDDLE EAST

happiness, prosperity

## THAILAND

Buddhism, royalty, color for Monday

## JAPAN

courage, nobility, beauty, refinement, aristocracy, cheerfulness



# Green

## WESTERN

happiness, joy, hope,  
optimism, creativity,  
energy, hazards

## EASTERN

sacredness, earth,  
power, royalty, sun  
happiness, masculinity

## EUROPE

happiness, joy, quality,  
weakness, hazard,  
warning

## AFRICA

wealth, high ranking, religion,  
ceremony, visibility

## CHINA

sacredness, royalty,  
nourishment, honor,  
masculinity

## INDIA

merchants, sacredness,  
peace, happiness, meditation,  
mental development

## MIDDLE EAST

happiness, prosperity

## THAILAND

Buddhism, royalty,  
color for Monday

## JAPAN

courage, nobility, beauty,  
refinement, aristocracy,  
cheerfulness



# Blue

## WESTERN

nature, spring, new birth, regeneration, luck, go environmental, money

## EASTERN

eternity, new life, regeneration, family, health, prosperity, peace

## EUROPE

nature, fertility, confidence, jealousy, inexperience

## AFRICA

growth, wealth, hope, balance

## CHINA

spring, youth, birth, infidelity, exorcism, desirability, disgrace

## INDIA

Islam, hope, nature, new beginnings, harvest, virtue

## MIDDLE EAST

Islam, strength, fertility, luck, wealth, prestige

## THAILAND

color for Wednesday

## JAPAN

eternal life, youth



# Purple

## WESTERN

royalty, spirituality, faith  
wealth, fame, luxury, calm

## EASTERN

wealth, nobility, privilege,  
sorrow, mourning

## EUROPE

royalty, nobility, luxury,  
power, vanity

## AFRICA

healing, royalty,  
creativity, spirituality

## CHINA

love, romance

## INDIA

sorrow, unhappiness

## MIDDLE EAST

wealth

## THAILAND

death, mourning, widows,  
color for Saturday

## JAPAN

wealth, privilege,  
power, royalty



# Pink

## WESTERN

love, romance, femininity,  
childhood, babies,  
nurturing, sweetness

## AFRICA

femininity, mildness  
love, spirituality

## MIDDLE EAST

femininity, love,  
tenderness

## EASTERN

marriage, femininity

## CHINA

joy, love

## THAILAND

color for Tuesday

## EUROPE

baby girls, delicate  
flirtation, sensitivity,  
serenity, femininity

## INDIA

celebrations, weddings

## JAPAN

spring, femininity, youth,  
good health



# Red

## WESTERN

stop, danger, anger, blood, energy, action, love, passion

## EASTERN

prosperity, good fortune, happiness, bridal, celebration, communism

## EUROPE

visibility, cheapness, loudness

## AFRICA

death mourning

## CHINA

good fortune, happiness, celebration, vitality, wedding prosperity

## INDIA

purity, love sensuality, fertility, beauty, wealth, power, bridal, fear

## MIDDLE EAST

danger, caution, evil

## THAILAND

Buddhism, color for Sunday

## JAPAN

life, fertility, passion, strength, anger, danger



# Orange

## WESTERN

energy, vitality,  
excitement, adventure,  
creativity, harvest

## EASTERN

love, happiness,  
spirituality, humility,  
immortality

## EUROPE

purity, cleanliness, good

## AFRICA

energy, enthusiasm,  
vitality, warmth, passion

## CHINA

harvest, warmth,  
vitality

## INDIA

most sacred color,  
purity, courage, sacrifice,  
death, rebellion

## MIDDLE EAST

mourning, loss

## THAILAND

color for Thursday

## JAPAN

love, happiness, courage



# Brown

## WESTERN

comfort, stability,  
practicality, poverty  
dullness, fertility, organic

## EASTERN

earth, mourning

## EUROPE

masculinity, earth

## AFRICA

color of the land

## CHINA

earth, stability,  
reliability

## INDIA

mourning

## MIDDLE EAST

earth, comfort

## THAILAND

simplicity

## JAPAN

earth, strength,  
durability



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