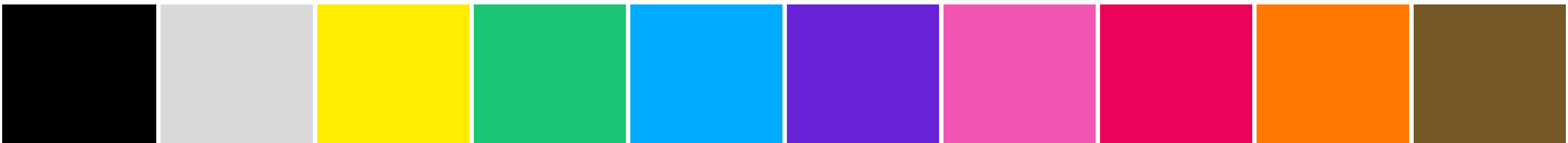


International Color Symbolism

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

EASTERN

marriage, femininity

EUROPE

baby girls, delicate
flirtation, sensitivity,
serenity, femininity

AFRICA

femininity, mildness
love, spirituality

CHINA

joy, love

INDIA

celebrations, weddings

MIDDLE EAST

femininity, love,
tenderness

THAILAND

color for Tuesday

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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