

Disclaimer: NOTE TO STUDENTS: This information is not "authoritative" - I am not an expert on this topic. This page was created first for my students to give them an awareness of symbolism of colors in different cultures. Some of the listings come from Pagan/Witchcraft sites which would not be acceptable for my students to view from school (sites would be blocked now by filtering software) - so I copied the lists (without permission). If you are doing research - look for sources that have been researched and can be verified. ~Judy Decker -Mrs. Green

Color Symbolism:

Color is considered one of the most useful and powerful design tools you have. People respond to different colors in different ways, and these responses take place on a subconscious, emotional level. In our American culture, black has long been associated with death, while white is believed to signify life and purity. In the Orient, however, white is the traditional color of mourning. In the United States, black has also come to suggest sophistication and formality. Americans generally associate trust and stability with the color blue, while Koreans have this reaction to pink and other pastel colors.

In the Western Culture:

Blue, Red, White and Gray = Stability, Power, Trustworthiness, Conservatism

Native American Color Symbolism

(varies by ethnic group - this source was not "authoritative")

Gray (Honoring): Friendship

Asian Color Symbolism

Gray: Helpful people, travel

All about the color Gray

Gray is the color of intellect, knowledge, and wisdom. It is perceived as long-lasting, classic, and often as sleek or refined. It is a color that is dignified, conservative, and carries authority.

Gray is controlled and inconspicuous and is considered a color of compromise, perhaps because it sits between the extremes of black and white. Gray is a perfect neutral, which is why designers often use it as a background color.

HOW THE COLOR GRAY AFFECTS US PHYSICALLY

- Unsettles
- Creates expectations

RELIGIOUS & MYTHOLOGICAL ASSOCIATIONS WITH GRAY

- Gray is the color for Lent in Christianity.
- Gray is representative of mourning and repentance in Christianity.

POLITICAL ASSOCIATIONS OF GRAY

- The Confederate Army wore gray uniforms during the Civil War.

INTERESTING INFORMATION ABOUT GRAY

- The New York Times is sometimes called “Gray Lady.”
- Gray represents non-involvement, giving it a formal authority.
- Gray is associated with intellect and the brain is composed of “gray matter.”
- Gray is representative of pessimism.
- The human eye can distinguish about 500 shades of gray.

GRAY IN ATHLETICS AND SPORTS

- The “Grey Cup” refers to the Canadian Football League championship game and also to the trophy given to the winning team.

POPULAR PHRASES THAT INCLUDE GRAY

- Gray market: the business of buying or selling items that are priced below what has been regulated
- Gray mood: an unhappy mood
- Gray area: caught between two differing views

QUOTES ABOUT GRAY

- “Better gray than garishness.” — Jean-Auguste-Dominique Ingres
- “If I see everything in gray, and in gray all the colors which I experience and which I would like to reproduce, then why should I use any other color? I’ve tried doing so, for it was never my intention to paint only with gray. But in the course of my work I have eliminated one color after another, and what has remained is gray, gray, gray!” — Alberto Giacometti
- “The man who can see all gray, and red, and purples in a peach, will paint the peach rightly round, and rightly altogether. But the man who has only studied its roundness may not see its purples and grays, and if he does not will never get it to look like a peach; so that great power over color is always a sign of large general art-intellect.”

- “The fundamental gray which differentiates the masters, expresses them and is the soul of all colour.” — Odilon Redon

WHAT IT SAYS ABOUT YOU WHEN YOU BUY A GRAY VEHICLE

- There is no question that the vehicle you drive is an extension of your personality — an unspoken but clear message to the rest of the world.
- The message you send by driving a vehicle that is Silver or Gray: Elegant, loves futuristic looks, cool.

SONGS WITH GRAY IN THE TITLE

- *Grey Ghost* by the Henry Paul Band
- *Grey Street* by the Dave Matthews Band
- *Touch of Grey* by Grateful Dead
- *Blue, Red, and Grey* by the Who
- *Girls Not Grey* by AFI

GRAY IN THE GARDEN

- The Jerusalem Sage has sweet-smelling gray leaves with yellow flowers during the summertime.
- The *Salvia Leucantha Silver Edge* has beautiful gray flowers.

GRAY AND OUR SENSE OF SMELL

- The Magic Scents Crayons from Binney & Smith Inc. were introduced in 1994 with mostly food scents. However, there were numerous reports that children were eating the food-scented crayons, so the food scents were retired and replaced with non-food scents. The scent for the color gray became “campfire.”
- Yankee Candle Company offers a variety of scented silver and gray candles. Among them are Sun & Sand and Sage & Citrus.

MOOD:
