

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:

Red, White and Blue reminiscent of the American flag, immediately convey notions of patriotism and, to some extent, conservatism.

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

Red, Orange, yellow = more warmth

Primary colors (Red, Blue, Yellow) = Convey fun

Colors represent holidays and seasons of the year.

The Fall foliage colors of Red, orange, yellow, and brown are for Thanksgiving.

Red and Green represent Christmas.

Native American Color Symbolism

Colors in Native American culture often symbolize different things from culture to culture....African cultures have different meanings....and so on. Colors symbolize different qualities in various European cultures.

Cherokee

The Four Directions

Colors were associated with the four directions.

Red was East, the color of the Sacred Fire, blood, and success.

Navajo Meanings of Colors

Red is often considered a sacred color and represents sunlight. (source for this is off line now)

Medicine Wheel color symbolism:

SOUTH- red or green-passion, heart, warmth-emotions-porcupine

Native American Color Symbolism (varies by ethnic group - this source was not "authoritative")

Red (Faith): Communication

Pink (Creativity): Working

Rose (Seeing): Motivation

Asian Color Symbolism

Red: Happiness, marriage, prosperity

Pink Marriage

Astrological Color Associations (this source was not "authoritative")

(SIGN--COLOR)

Gemini -- Red or Purple

Scorpio -- Reddish Brown

Color Therapy - Color and the Brain

Specific colors have different effects (list copied from Biopulse.org)

Pink: used in diet therapy as an appetite suppressant, relaxes muscles, relieves tension, soothing

Red: stimulates brain wave activity, increases heart rate, respirations and blood pressure.....

Roses – Flower Colors & Meanings



red

There's nothing secret about the red rose's symbolism of love. Valentine's Day would hardly exist without this bold and dramatic bloom. The ultimate symbol of romantic love and enduring passion, the red rose also conveys respect and the creative spirit of love. Representing true love stronger than thorns, the red rose is known universally as the lover's rose.

Red has more personal associations than any other color. Recognized as a stimulant, red is inherently exciting and the amount of red is directly related to the level of energy perceived. Red draws attention and a keen use of red as an accent can immediately focus attention on a particular element.

HOW THE COLOR RED AFFECTS US PHYSICALLY

- Increases enthusiasm
- Stimulates energy and can increase the blood pressure, respiration, heartbeat, and pulse rate
- Encourages action and confidence
- Provides a sense of protection from fears and anxiety

CHAKRA COLORS: RED IS THE COLOR OF THE BASE OR ROOT CHAKRA



Red is the color for the base or root chakra. This chakra is located at the base of the spine and allows us to be grounded and connect to the universal energies. First chakra, base of the spine. Groundedness, trust, belonging, lessens feelings of mistrust. Gemstones that will aid the Root chakra include lodestone, ruby, garnet, smokey quartz, obsidian, hematite and onyx

THE MEANING OF RED AROUND THE GLOBE

- Red represents beauty in many languages and cultures, including Russia.
- In Chinese culture, colors corresponded with the five primary elements, the directions and the four seasons. Red was associated with fire, south, and summer.
- In Japan, the color red is associated closely with a few deities in Shinto and Buddhist traditions, so statues of these deities are often decked in red clothing or painted red.
- In Sweden, Falun red (red based on the pigment from the Falun mine) was reserved for the privileged class.
- In China, red is associated with good luck and fortune.
- In Greece, Easter eggs are dyed red and the Greek expression “piase kokkino” (“touch red”) is said when two people say the same thing at the same time. It is believed that such an occurrence is an omen that the two will have an argument in the future, which can only be broken when the two touch the closest thing that is red.
- In England, red phone booths and red double decker buses are national icons. Standard British pillar boxes (mail boxes) have been painted red since 1874.
- In India, a red mark on the forehead is said to bring good luck.
- To the Hindu, red symbolizes joy, life, energy, and creativity.
- Islamic, Hindu, and Chinese brides traditionally wear red.
- Cochineal red, discovered by the Aztecs, was made using the female cochineal beetle. A pound of water-soluble extract required about a million insects. For the Aztecs, Indian red dye was considered more valuable than gold! However, it was the Spaniards who introduced the crimson color of Cochineal red to Europe in the 1500s.
- In Aztec culture, red was connected with blood.
- Red amulets were worn in many cultures to prolong life.
- In Singapore, the color red traditionally symbolizes joy.
- Chinese New Year is celebrated by wearing red clothing and decorating the house with red. Red envelopes with “luck money” are given to unmarried children to bring good fortune to them for the rest of the year.
- Red symbolizes feast days of martyrs in the Catholic church.
- In Israel, kosher clothing stores banned the color red and sell only loose-fitting apparel for women.

POLITICAL ASSOCIATIONS OF RED

- The color red represents the U.S. Republican Party and beginning with the 2000 presidential election, states that favored the Republican candidates began being referred to as “red states,” while those that favored the Democratic candidates were referred to as “blue states.”
- Red is the color most associated with the Soviet Union during communist reign.

INTERESTING INFORMATION ABOUT RED

- Red is the highest arc of the rainbow.

- Red is the first color you lose sight of at twilight.
- The longest wavelength of light is red.
- In the financial arena, red symbolizes a negative direction.
- Eric the Red is the Norwegian Viking credited for colonizing Greenland...he earned his nickname from his bright red hair and beard.
- Feng shui recommends painting the front door of a home red to invite prosperity to the residents.
- Bees can't see the color red, but they can see all other bright colors. Red flowers are usually pollinated by birds, butterflies, bats, and wind, rather than bees.
- Red is the color that means "severe" in the color-coded threat system established by presidential order in March 2002. This system quickly informs law enforcement agencies when intelligence indicates a change in the terrorist threat facing the United States.

IT SAYS ABOUT YOU WHEN YOU BUY A RED VEHICLE

- The message you send by driving a vehicle that is Vibrant Red: Sexy, speedy, high-energy, and dynamic.
- If, however, your vehicle is a Burgundy or Blue-red, you give a similar message but far less obvious.

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. It has very high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. In heraldry, red is used to indicate courage. It is a color found in many national flags.

Red brings text and images to the foreground. Use it as an accent color to stimulate people to make quick decisions; it is a perfect color for 'Buy Now' or 'Click Here' buttons on Internet banners and websites. Red is widely used to indicate danger (high voltage signs, traffic lights). This color is also commonly associated with energy, so you can use it when promoting energy drinks, games, cars, items related to sports and high physical activity.

Light red represents joy, passion, sensitivity, and love.

Pink signifies romance, love, and friendship. It denotes feminine qualities and passiveness.

Dark red is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.

Brown suggests stability and denotes masculine qualities.

Reddish-brown is associated with harvest and fall.

MOOD:
