

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:

Purple and Gold are often associated with Royalty, wealth and opulence (luxury)

Yellow, Brown, Orange, Green = Nature, earthiness, warmth

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.

Purple and Yellow and other pastels colors represent Easter.

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

Brown was good but yellow meant trouble and strife.

Navajo Meanings of Colors

This information was posted to Getty Teacher Art Exchange by Christine Merriam

The Four Sacred Mountains and directions are associated with colors. The Navajos belief is that their Creator placed them on the land between the following 4 mountains representing the 4 cardinal directions:

Yellow: San Francisco Peaks (Doko'oosliid - Abalone Shell Mountain) Sacred Mountain of the West near Flagstaff, Arizona

White Mountain Apaches

Four sacred colors of the White Mountain Apaches in east central Arizona contrast interestingly with the Cherokee colors:

Yellow is east, where the sun comes up

Medicine Wheel color symbolism:

EAST- dawn of new day-Yellow-illumination-inspiration-eagle

The Flag of the Flag of the Iowa Nation

The color of the streamers brings together the four primary colors in Native American art, the black, yellow, red and white. These colors are said to represent the four races of man and the four prime directions of the compass. With its use of color and its chosen emblems the flag of the Iowas may be the most typical of all Native American flags.

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

Yellow (Love): Overcoming challenges through unconditional love

Asian Color Symbolism

Yellow: Against evil, for the dead, geomantic blessings

Gold: Strength, wealth

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

(SIGN--COLOR)

Taurus -- Yellow

Leo -- Golden Yellow/Orange

Color Therapy - Color and the Brain

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

Yellow: energizes, relieves depression, improves memory, stimulates appetite

Roses – Flower Colors & Meanings



yellow

While in Victorian times, the yellow rose symbolized jealousy, today it represents friendship, joy and caring. A bouquet of these sun-filled blossoms conveys warmth, gladness and affection.

Yellow shines with optimism, enlightenment, and happiness.

Shades of golden yellow carry the promise of a positive future.

Yellow will advance from surrounding colors and instill optimism and energy, as well as spark creative thoughts.

HOW THE COLOR YELLOW AFFECTS US PHYSICALLY

- Stimulates mental processes
- Stimulates the nervous system
- Activates memory
- Encourages communication

CHAKRA COLORS: YELLOW IS THE COLOR OF THE SOLAR PLEXUS



Yellow is the color of the Solar Plexus Chakra, also known as Manipura. This chakra is located in the stomach area. It is linked to the stomach, liver, skin, large intestine, muscular system, and solar plexus area. The Solar Plexus Chakra is representative of vitality and will. When this chakra is open, it acts to empower a person and help them find their personal strength. It will help turn dreams and goals into reality. Gemstones that will aid the Solar Plexus Chakra include amber and citrine.

THE MEANING OF YELLOW AROUND THE GLOBE

- In Chinese culture, colors corresponded with the five primary elements, the directions, and the four seasons. Yellow was associated with earth and the center (in relation to direction). The Chinese have placed a predominance upon the color yellow not seen elsewhere in the world. It was the color of emperors during both the Ming dynasty and the Qing dynasty. Huangdi, also known as the Yellow Emperor, is thought to be the founder of Chinese civilization, due to the tremendous amount of inventions that took place during his reign.
- In India, yellow is the color of the Vaisya caste, or farmers, and is the color Hindus wear to celebrate the Festival of Spring.
- During the tenth century in France, the doors of traitors and criminals were painted yellow.
- In the United States, taxi cabs and school buses are associated with the color yellow.
- During the 1357 Japanese “War of Dynasty,” warriors wore a yellow chrysanthemum as a pledge of courage.
- Jews wore yellow armbands in Nazi concentration camps.
- In Aztec culture, yellow symbolized food because it was the color of corn, the primary food of the Aztec people.
- Yellow signifies “sadness” in Greece’s culture and “jealousy” in France’s culture.

RELIGIOUS & MYTHOLOGICAL ASSOCIATIONS WITH YELLOW

- Yellow is representative of “Greed” in Christianity.

POLITICAL ASSOCIATIONS OF YELLOW

- The phrase “Yellow Dog Democrat” refers to a person who is a hard-core Democrat. This originates back to Southerners in the late nineteenth and early twentieth centuries who disliked the Republicans. Such people would rather vote for a “yellow dog” than a Republican.
- Yellow is the symbol for liberalism in many countries.

INTERESTING INFORMATION ABOUT YELLOW

- Yellow is psychologically the happiest color in the color spectrum.
- In medical terms, a yellow flag indicates a quarantine.
- Yellow Stones: Amber, Calcite, Cat's Eye, Citrine, Fluorite, Golden Beryl, Golden Yellow Topaz, Golden Tiger Eye, Iron Pyrite, Lemon Chrysoprase, Yellow Celestite, Yellow Danburite, Yellow Garnet, Yellow Jade, Yellow Jasper, Yellow Kunzite, Yellow Muscovite, Yellow Rhodonite, Yellow Sapphire, Yellow Tourmaline.
- The comic book character Green Lantern was afraid of the color yellow.
- Yellow is the color that means "elevated" 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.
- 75% of the pencils sold in the United States are painted yellow.

WHAT IT SAYS ABOUT YOU WHEN YOU BUY A YELLOW 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 Sunshine Yellow:

- Sunny disposition
- Joyful
- Young-at-heart

If, however, your vehicle is a Yellow-Gold, you give a different impression:

- Intelligent
- Warm
- Loves comfort and will pay for it

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.

Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color. When overused, yellow may have a disturbing effect; it is known that babies cry more in yellow rooms. Yellow is seen before other colors when placed against black; this combination is often used to issue a warning. In heraldry, yellow indicates honor and loyalty. Later the meaning of yellow was connected with cowardice.

Use yellow to evoke pleasant, cheerful feelings. Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design. Yellow is an unstable and spontaneous color, so avoid using yellow if you want to suggest stability and safety. Light yellow tends to disappear into white, so it usually needs a dark color to highlight it. Shades of yellow are visually unappealing because they lose cheerfulness and become dingy.

Dull (dingy) yellow represents caution, decay, sickness, and jealousy.

Light yellow is associated with intellect, freshness, and joy. MOOD:
