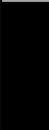


## Color Symbolism Chart

Color	Symbolism
 <b>Red</b>	Excitement, energy, passion, desire, speed, strength, power, heat, love, aggression, danger, fire, blood, war, violence, aggression, all things intense and passionate.
 <b>Yellow</b>	Joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard.
 <b>Blue</b>	Peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, depression, appetite suppressant.
 <b>Orange</b>	Energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention.
 <b>Green</b>	Nature, environment, healthy, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune.
 <b>Purple</b>	Royalty, spirituality, nobility, spirituality, ceremony, mysterious, transformation, wisdom, enlightenment, cruelty, arrogance, mourning.
 <b>Gray</b>	Security, reliability, intelligence, staid, modesty, dignity, maturity, solid, conservative, practical, old age, sadness, boring
 <b>Brown</b>	Earth, hearth, home, outdoors, reliability, comfort, endurance, stability, simplicity, and comfort.
 <b>White</b>	Reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, marriage (Western cultures), death (Eastern cultures), cold, clinical, sterile.
 <b>Black</b>	Power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning, death (Western cultures).

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From [http://www.rrsd.mb.ca/riverscoll/snr1/student\\_rsc/color%20symbolism%20chart.htm](http://www.rrsd.mb.ca/riverscoll/snr1/student_rsc/color%20symbolism%20chart.htm) (Accessed 9-12-2011)