

# ABOUT COLOR ASSOCIATIONS

*The following words are not poetry, but an attempt at describing some of the psychological implications of basic colors in our culture.*

## ABOUT THE PSYCHOLOGICAL IMPLICATIONS OF COLOR

-  **RED:** HOT, PASSIONATE, BLOODY, HORRIFYING, BURNING, FIRE, SUNSET, REVOLUTIONARY, DANGEROUS, ACTIVE, AGGRESSIVE, VIGOROUS, IMPULSIVE, CRUDE, BANKRUPT, STOP!
-  **YELLOW:** ENERGETIC, BRIGHT, OPTIMISTIC, CHEERFUL, SUNNY, ACTIVE, STIMULATING, NOTICEABLE, MEMORABLE, INTELLECTUAL, COWARDLY, IMAGINATIVE, IDEALISTIC, CAUTION!
-  **GREEN:** NATURAL, FERTILE, RESTFUL, CALM, REFRESHING, FINANCIAL, PROSPEROUS, GROWING, YOUTHFUL, ABUNDANT, HEALTHY, ENVIOUS, DISEASED, DECAYING, GO!
-  **BLUE:** SERENE, CALM, LOYAL, CLEAR, COOL, PEACEFUL, TRANQUIL, EXCELLENT, JUST, WATERY, HYGIENIC, DISTANT, CONSERVATIVE, DELIBERATE, SPIRITUAL, RELAXING, FIRST PRIZE
-  **DARK BLUE:** ROMANTIC, MOONLIT, DISCOURAGING, STORMY
-  **KHAKI:** MILITARY, DRAB, WARLIKE
-  **PINK:** FLESHY, SENSUOUS, CUTE, ROMANTIC, SWEET, CLOYING
-  **ORANGE:** WARM, AUTUMNAL, GENTLE, INFORMAL, AFFORDABLE, WISE, CHEAP
-  **BROWN:** EARTHY, MATURE, RIPE, OBSTINATE, RELIABLE, CONSCIENTIOUS, PARSIMONIOUS
-  **SEPIA:** OLD, FADED, NOSTALGIC
-  **PURPLE:** ROYAL, LUXURIOUS, CHURCHLY, POMPOUS, VALUABLE, HIGHEST AWARD, POWERFUL, CEREMONIAL, VAIN, NOSTALGIC, MOURNING, FUNERAL
-  **WHITE:** COOL, PURE, TRUE, INNOCENT, CLEAN, HYGIENIC, TRUSTWORTHY, SIMPLE, HONEST
-  **GREY:** NEUTRAL, SECURE, STABLE, MATURE, SUCCESSFUL, AFFLUENT, SAGE, RETROSPECTIVE, DISCREET, WINTRY, OLD, CALM
-  **BLACK:** AUTHORITATIVE, RESPECTFUL, POWERFUL, STRONG, PRESENT, PRACTICAL, SOLEMN, DARK, MORBID, DESPAIRING, EVIL, EMPTY, HEAVY, FRIGHTENING, DEAD
-  **GOLD:** SUNNY, MAJESTIC, RICH, WISE, HONORED, EXPENSIVE
-  **SILVER:** HIGH TECH, MOONLIT

These expectations of reactions are only broad generalizations and they may or may not be valid. Nationality, age, environment, experience, social and economic class, all affect how people react to different colors. Also, many groups of people have developed color symbolisms as a specialized vocabulary of their professions. Furthermore the language of color differs by culture. In Asia, for instance, colors can signify particular classes of trade and represent religious and traditional meanings. Be aware of them if your publication is targeted at specific demographic groups. However, everything depends on the specific hue and its shade, brilliance and proportion to its surroundings. So in the words of the cynical philosopher: *“all generalizations are false, including this one.”*

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