

## **Symbolism of Color: (Golding)**

Reds Quickly dominating and quickly noticed. A small area goes a long way.  
Can quickly tire the eye. Avoid using as the dominant color.

Red Fire and warmth

Bright Red Passion Strength and Courage  
Also Rashness and Anger, Pride

Pink Occurs in nature in the context of blushing, love, and vigor

Red + Purple Associated with truth, also the color of blood

Oranges Naturally intense, but more mellow than yellow or red.

Associated with wood and dirt.

A big part of many browns.

Associated with strength, solidity, and maturity.

Used by many fast food businesses. Now associated with appetite.

Dark Orange Associated with Distrust and Deceit

Yellows Associated with richness and nobility, spirituality.

Associated with radiant goodness.

Can seem brighter than white, but does not stand out unless used against another color.

Pure Yellow Very Bright

Yellow Shades Jealousy and Duplicity, Cowardice ("Yellow Journalism")

Greenish Yellow Avoided. Associated with Quarantine and Sickness.

Greens Associated with life, nature, youth, vigor and abundance.

Emerald Associated with religious power.

Yellow-Green Associated with sickness.

Dark Green Cool

Light Green Warm

Blues Very cold hue

Hard to focus on. Blurs on many screens.

Associated with heaven, dignity, divine love.

Associated with wisdom. (often used for graduate student graduation colors)

Azure The sky

Blue + Purple Associated with the blood of nobility

Blue + Green The sea

Blue + Light Green Iciest combination

White "Purest" of colors

Associated with purity and chastity in Western cultures.

Color of death and mourning in some Asian cultures.

Black Associated with criminal activity. Can be positive as "anti-mainstream".

Associated with death, despair and dread.

## **Color Goal: Harmony**

- Place one color next to a shade (black added) or a tint (white added) of the same color.
- Use two colors right next to each other on the color wheel. ("Analogous" colors) ([colorwheel.gif](#))
- Use any three colors that form an equilateral triangle on the color wheel. ("Triadic" colors)

## **Color Goal: Impact**

- "Warm" colors such as yellow, orange and red, tend to excite the viewer.
- "Cool" colors such as green, blue, and violet, tend to be quieting to the viewer.
- Generally you don't need as many color graphics to create a "colorful" effect if your background is white or black. In those cases, a few "splashes" of color give the impression of a lot of color action.