



Color Meaning By Culture

	Western (European & North American)	Eastern & Asian	Latin American	African	Middle Eastern	South Pacific	Worldwide
Red	<p>Danger, Love, Passion, Excitement, Sacrifice, Stop, Christmas (with Green), Power</p> <p>Parts of Europe: Masculinity</p> <p>Celtic: Death, Afterlife³</p> <p>Russia: Communism</p>	<p>Joy (with White)⁴, Bridal Color³</p> <p>China: Celebration, Good Luck, Happiness, Long Life, Summoning³</p> <p>India: Purity²</p> <p>Japan: Life</p>	<p>Mexico: Religion (with White)¹</p>	<p>Death</p> <p>Nigeria : Wealth, Vitality, Aggression¹</p> <p>Some Areas: Good Luck</p> <p>Côte d'Ivoire & South Africa: Mourning³</p>	<p>Egypt: Luck¹</p> <p>Iran: Good Fortune</p>	<p>Australia (Aboriginals): Land, Earth³</p> <p>New Zealand (Maori): Nobility, Divinity¹</p>	
Orange	<p>Autumn, Harvest</p> <p>Ireland: Protestants²</p> <p>The Netherlands: Royalty (Very Popular)³</p> <p>Ukraine: Strength</p> <p>United States: Halloween (with Black)</p>	<p>India (Hindu): Sacred (the Color Saffron)¹</p> <p>Japan: Courage, Love</p>			<p>Egypt: Mourning</p>		
Yellow	<p>Hope, Happiness, Cowardice, Weakness, Hazards, Taxis, Warmth³</p> <p>Germany: Envy</p> <p>Italy: Summer</p> <p>Ukraine: Hospitality, Benevolence</p>	<p>Sacred, Imperial²</p> <p>China: Royalty, Nourishing³</p> <p>India: Commerce³</p> <p>Japan: Courage</p>	<p>Mexico: Mourning</p>	<p>Ethiopia: Mourning¹</p> <p>South Africa (Zulu): Wealth</p>	<p>Egypt: Mourning</p> <p>Saudi Arabia: Strength, Reliability</p>		
Green	<p>Environmental Awareness, Spring, New Birth, Go, Christmas (with Red), St. Patrick's Day</p> <p>France: Not a Good Color for Packaging⁵</p> <p>Ireland: National Color, Catholicism²</p> <p>United States: Money</p>	<p>China: Exorcism, Infidelity (Green Hats), Not a Good Color for Packaging⁵</p> <p>India: Islam²</p> <p>Japan: Life, High-tech</p>		<p>North Africa: Corruption</p> <p>South Africa (Zulu): Na</p>	<p>Holiness</p> <p>Egypt: National Color, Fertility, Not a Good Color for Packaging⁵</p>	<p>Indonesia: Forbidden Color</p> <p>Malaysia and Some Areas: Danger²</p>	<p>Military (Olive Green)⁴</p>
Violet & Purple	<p>Royalty³</p>	<p>China: Nobility</p> <p>India: Reincarnation</p> <p>Thailand: Mourning³</p>	<p>Brazil: Mourning</p>		<p>Egypt: Virtue¹</p>		



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Pink	Feminine	<p>Marriage³</p> <p>East India: Feminine</p> <p>Japan: Popular with Both Genders</p> <p>Korea: Trust</p>		<p>South Africa (Zulu): Poverty</p>			
White	<p>Marriage, Peace, Purity, Hospitals, Holiness</p> <p>Italy: Death and Funerals (White Chrysanthemum)</p>	<p>Funerals³, Coldness, Sterility²</p> <p>China: Death, Mourning³, Age, Misfortune</p> <p>India: Unhappiness³, Death⁵, Rebirth</p> <p>Japan: Mourning (White Carnation)</p>		<p>Ethiopia: Illness, Purity¹</p> <p>Nigeria: Good Luck, Peace¹</p> <p>South Africa (Zulu): Goodness¹</p> <p>Zambia: Goodness, Cleanliness, Good Luck</p>	<p>Egypt: Status¹</p> <p>Iran: Holiness, Peace¹</p>	<p>New Guinea: Prosperity¹</p>	
Grey	Poverty, Plainness					<p>Papua New Guinea: Mourning¹</p>	
Black	Funerals, Death, Mourning, Formality, Rebellion	<p>China: Color for Young Boys, Trust, High Quality</p> <p>Thailand: Bad Luck, Unhappiness, Evil</p> <p>Tibet: Evil</p>	<p>Peru: Mourning, Favored Color for Male Clothing¹</p>	<p>Ethiopia: Impure, Unpleasant¹</p> <p>Nigeria: Ominous</p>	<p>Egypt: Rebirth¹</p> <p>Iran: Mourning</p>	<p>New Zealand: Patriotic National Color¹</p> <p>Australia (Aboriginals): Color of the People</p>	
Brown	<p>Earthy, Healthy³, Poverty</p> <p>United States: Often a Greatly Successful Color for Food Packaging</p>	<p>India: Mourning⁴</p> <p>Colombia: Discourages</p>	<p>Colombia: Discourages Sales⁴</p> <p>Nicaragua: Disapproval⁴</p>		<p>Australia (Aboriginals): Color of the Land³</p>		
Silver	Money, Stylish						
Gold							Money, Success, High Quality

References:

1. Vanka PhD, Surya. *International Color Guide*, Tektronix/Xerox.
2. Nicholson PhD, Mary. *Graphic Design: Psychology of Color*. "Lesson 13: Colors and Moods," Bloomsburg University, 2001.
3. Kyrnin, Jennifer. *Visual Color Symbolism Chart by Culture*.
4. The Meaning of Color
5. Psychological Effects of Color, California State University Stanislaus