

Color Culture

Colors can have a huge impact on the success of any communication, but can have positive or negative significance depending on where you live and the culture you are raised in.

Below is a general list of colors and cultural implications

RED	
African	Good luck, anger
China	Good luck and celebration, joy, festive occasions
Hebrew	Sacrifice, sin
India	Purity
Japan	Anger, danger
South Africa	Mourning
Russia	Bolsheviks and communism
Eastern	Happiness and prosperity, worn by brides, purity
Western	Danger, love, passion, stop, anger
Middle East	Danger, evil
South American	Cruelty, success
Celtic	Death, afterlife
PINK	
Korea	Trust
Eastern	Marriage
Western	Love, baby girls, Valentine's day, feminine
ORANGE	
China	Family, learning
Ireland	Religious-Protestants
Hindu	Desire, courage,
Japan	Warmth, energy, balance
Netherlands	House of Orange
Western	Creativity, autumn, Halloween if with black
GOLD	
China	Money
Japan	Money, heaven
Eastern	Wealth, strength
Western	Wealth



YELLOW	
China	Royalty, nourishing, honor, respect
Egypt	Mourning
India	Merchants
Japan	Courage, grace, nobility, childish, gaiety, illness, religion
Eastern	For the dead, sacred, imperial
Western	Hazards, coward, weakness, hope, taxis, caution, joy, happiness, energy
Middle East	Happiness, prosperity
GREEN	
African	Religion, life, success,
China	Exorcism, youth, growth
India	Islam
Ireland	Symbol of the country, religious-Catholics
Islam	Perfect faith
Japan	Life, future, youth, energy
Eastern	Eternity, family, health, peace, prosperity
Western	Spring, go, money, Saint Patrick's Day, Sexual arousal, safe, sour
Middle East	Fertility, strength
South American	Death
BLUE	
African	Peace, love
China	Immortality, strength, power
India	National sports color denoting secularism
Iran	Heaven and spirituality, mourning
Japan	Villainy
Eastern	Wealth, self-cultivation
Western	Depression, sadness, conservative, corporate, masculinity, calm, authority
Middle East	Protective
South American	Trouble
LIGHT BLUE	
Italy	National color
Western	Baby boys
PURPLE	
Japan	Decadence, God, insight, mystery, celebration, wisdom
Thailand	Mourning, widows
Eastern	Wealth
Western	Royalty, flamboyance, decadence, cruelty, beauty, modesty, mystery
South American	Mourning



WHITE	
China	Death, mourning, humility
India	Unhappiness
Japan	White carnations symbolizes death, mourning
Eastern	Funerals, helpful people, children, marriage, mourning, peace
Western	Brides, angels, good guys, hospitals, doctors, peace, purity, virtue
Middle East	Purity, mourning
BLACK	
China	Color for young boys, evil
Japan	Evil
Thailand	Bad luck, evil, unhappiness
Eastern	Career, evil, knowledge, mourning
Western	Death, evil, bad guys, rebellion, Halloween with orange
Middle East	Mystery, evil
GRAY	
Japan	Modesty, reliable,
Eastern	Helpers, travel
Western	Boring, dull, sad, plain, respect
SILVER	
African	Truce,
Japan	Intelligence
Western	Stylish, money
Muslim	Personal power, peace, truce, death,
BROWN	
China	Earthy
Western	Earthy, dependable, wholesome, steadfast, health

