

The Meaning of Color

Collected by George E. Norkus

Below is a detailed collection of articles concerning the meanings of colors, by Jennifer Bourn at various times.

When you plan to have a good story for your photograph, colors are one thing you should pay attention to. This post is part of the **Color Meaning Blog Series**, detailing the meanings associated with colors such as:

Orange – *RED* – *Yellow* – *Green* – *Blue* – *Purple* – *Grey* – *Black*
– *White* – *Brown* – *Pink* – *Turquoise* – *Gold* – *Silver* – *Beige*

Color has a huge impact on our emotions, our perceptions, and our spiritual and physical well being. When choosing colors for your brand, color that will represent you, your business, and your message, are you choosing the right colors? Understanding the meaning behind color is important. When you understand the meaning and power a color holds you can leverage that to help you better communicate your message and connect with your clients and customers.

Meaning of The Color Orange

Orange

February 16, 2011 Jennifer Bourn

Orange, the blend of red and yellow, is a mixture of the energy associated with red and the happiness associated with yellow. Orange is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity, success, encouragement, change, determination, health, stimulation, happiness, fun, enjoyment, balance, sexuality, freedom, expression, and fascination.

Orange is the color of joy and creativity. Orange promotes a sense of general wellness and emotional energy that should be shared, such as compassion, passion, and warmth. Orange will help a person recover from disappointments, a wounded heart, or a blow to one's pride.

The meaning of the color orange is stimulating, vibrant, and flamboyant. While made up of red and yellow, it carries less aggression and fierceness than the color red due to its combination with the calming color yellow.

Studies show that **the orange color** can create physical effects such as increased hunger, heightened

sense of activity, increased socialization, boost in aspiration, stimulated mental activity, increased oxygen supply to the brain, increased contentment, and enhanced assurance. Orange also helps aid decision making, and enhances happiness, confidence, and understanding.

The color orange is a very hot color and often provides the sensation of heat. While orange is a common color associated with summer and the hot sun, often associated with being a main color of harvest and autumn due to the changing color of the leaves and pumpkins.

While **orange** does stimulate the appetite, it is a common color found in citrus fruit and is often associated with Vitamin C and a healthy diet. Orange is a popular color in restaurants to encourage the feeling of hunger and contentment.

The color orange has very high visibility and is often used to gain attention. It still gets your message noticed without the bold, in-your-face presence that the color red has.

Too much **orange** causes self-centered and self-serving qualities, including pride, arrogance, and lack of care for others. Too little orange causes loss of motivation, lower self-esteem, and loneliness.

Different shades, tints, and hues of orange have different meanings. For example, dark orange may represent deceit and distrust, while red-orange relates to passion, pleasure, desire, aggression, domination, and action, and a golden orange often stands for prestige, wisdom, illumination, wealth, and quality. A light orange or peach color tend to be more friendly and soothing.

Other meanings associated with the color orange:

- Orange is often associated with autumn leaves, pumpkins, and when used alongside the color black, Halloween. With the change in color of the autumn leaves, orange often represents the changing seasons. Because of it's association with change, orange is often used as a transitional color or to represent a transition or change of some kind.
- Orange and blue work well together because they are complimentary colors. The orange and blue color palettes are commonly used for representations of play and summer fun, depicting both the hot, summer sun and the cool, refreshing water.
- Orange when combined with yellow conjures up feelings of heat and fire, as well as fresh fruit. When combined with the color green, the colors elicit feelings of adventure and tropical destinations.
- **Additional words that represent different shades, tints, and values of the color orange:** pumpkin, fire, gold, copper, flame, brass, apricot, peach, rust, citrus, mandarin, tangerine.

Meaning of The Color Red

Red

February 25, 2011 Jennifer Bourn

Red, the color of blood and fire, is associated with meanings of love, passion, desire, heat, longing, lust, sexuality, sensitivity, romance, joy, strength, leadership, courage, vigor, willpower, rage, anger, danger, malice, wrath, stress, action, vibrance, radiance, and determination.

Red is assertive, daring, determined, energetic, powerful, enthusiastic, impulsive, exciting, and aggressive. Red represents physical energy, lust, passion, and desire. It symbolizes action, confidence, and courage. The color red is linked to the most primitive physical, emotional, and financial needs of survival and self-preservation.

The color red is an intense color that is packed with emotion ranging from passionate, intense love to anger and violence — representing both cupid and the devil. It is a hot, strong, stimulating color that represents excitement and energy. Studies show that the color red can create physical effects such as elevated blood pressure, enhanced libido, increased respiratory rates, enhanced metabolism, increased enthusiasm, higher levels of energy, and increased confidence.

The color red is a highly visible color that is able to focus attention quickly and get people to make quick decisions, which is one of the reasons fire trucks and fire engines are usually painted red. Flashing red lights mean danger or emergency, while stop signs and stop lights use the color red to alert drivers about the dangers of the intersection.

Red represents power and courage. The color red is the basis of the traditional red power tie or red suit in business, and the red carpet for celebrities and VIPs. Red's association with courage and bravery makes it a color that is used often in national flags, on shields, and in achievement patches.

Too much **red** causes loss of temper, agitation, anger, and overbearing, demanding, and oppressive behaviors. Too little red causes lethargic, cautious, whiny, and manipulative feelings. To get out of control emotions under control add green, the opposite of red. To get rid of exhaustion, add more red.

In different cultures **red carries different meanings**. In some cultures, red represents purity, joy, and celebration and is a traditional color worn by brides. In China, red is used for good luck and represents happiness and prosperity. In South Africa, red is the color of mourning and in Russia red is associated with communism because in history, used a red flag when they overthrew the Tsar. In the United States,

red, when combined with white and blue represent patriotism and pride of country.

Red gemstones are believed to increase enthusiasm and interest, boost energy, create confidence, and offer protection from fears and anxieties.

Other meanings associated with the color red:

- When the color green and the color red are combined, they traditionally represent Christmas and the joyous holiday season.
- Red is often associated with the fortieth wedding anniversary, as the red ruby is the traditional fortieth wedding anniversary gift.
- Barns and large structures have been traditionally painted red because the red paint was the most inexpensive paint to purchase and the easiest paint to manufacture.
- A red rose without thorns is a symbol of passion, love, and romance. While a red rose with thorns typically exemplifies the struggle and challenges associated with journey of love, meaning that it can be both joyous, fulfilling and delicate, as well as painful and cruel.
- The saying “*in the red*” means losing money, no money, or overdrawing your account at the bank and is thought to come from the feelings of stress and anxiousness and the physical symptoms they cause such as elevated blood pressure and often anger or danger.
- The term “*red herring*” is used when referencing something that is deceiving, dishonest, or distracting from the truth.
- The phrase “*paint the town red*” is associated with celebration, partying, abandon, fun, and excitement.
- The expression “*seeing red*” is thought to be based on the physical characteristic of anger, including redness of the cheeks, physical exertion, and elevated blood pressure.
- The term “*red eye*” is associated with overnight airline flights due to the perceived lack of sleep passengers receive and the appearance of red in the whites of their eyes as a result.
- The saying “*red carpet treatment*” refers to making someone feel special and pampered as if they are a VIP or high profile person.
- The phrase “*red flag*” is often used in reference to a warning of danger, problems, fighting, and war.

Additional words that represent different shades, tints, and values of the color red: scarlet, crimson, vermillion, carmine, maroon, burgundy, ruby, rose, madder, rouge, brick, blood red, blush, fire engine red, cinnabar, russet, rust, Venetian red, flame, Indian red, tomato.

Meaning of The Color Yellow

February 5, 2011 Jennifer Bourn

Yellow, the color of sunshine, hope, and happiness, has conflicting associations. On one hand yellow stands for freshness, happiness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, honor, loyalty, and joy, but on the other, it represents cowardice and deceit. A dull or dingy yellow may represent caution, sickness, and jealousy.

Studies show that **the meaning of the color yellow** can be warmth, cheerfulness, increased mental activity, increased muscle energy. The color yellow helps activate the memory, encourage communication, enhance vision, build confidence, and stimulate the nervous system.

Bright yellow is an attention getting color, and when used in combination with black, is creates one of the easiest color combinations to read and see from long distances. This is why school buses, taxi cabs, and traffic signs are painted yellow and black.

The color yellow is a spontaneous and unstable color. It is often associated with food and is highly used in children's products and marketing advertisements aimed at children. Perceived as a childish color by men, yellow is not a color that should be used when marketing products to prestigious or wealthy men.

If **yellow** is overused, it can have a disturbing effect. For example, it is a proven fact that babies cry more in rooms painted yellow. Too much yellow causes loss of focus and makes it hard to complete a task. Too much yellow also can cause people to become critical and demanding. Too little yellow causes feelings of isolation and fear, insecurity, and low self-esteem. A lack of yellow can cause one to become rigid, cunning, possessive, or defensive.

Yellow gemstones are believed to aid in clarity for decision-making, boost concentration, increase energy, and offer relief from burnout, panic, nervousness, or exhaustion.

In different cultures **yellow has different meanings** . In some cultures, yellow represents peace. In Egypt yellow was worn to signify the dead. In Japan, yellow stands for courage. In India, yellow is the color of the merchants.

Other meanings associated with the color yellow:

- Traditionally, yellow ribbons were worn as a sign of hope as women waited for their men to come home from war. Today, yellow ribbons are still used to welcome homes loved ones.
- Calling someone “*yellow*” or “*yellow-bellied*” is the same as calling them a coward.
- The term “*mellow yellow*” stands for laid and relaxation.
- The phrase “*yellow journalism*” is in reference to bad or irresponsible reporting.

Additional words that represent different shades, tints, and values of the color yellow: Lemon, yellow ocher, golden, saffron, cream, mustard, mellow yellow.

Meaning of The Color Green

Green

January 25, 2011 Jennifer Bourn

Green, the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment. Green is also traditionally associated with money, finances, banking, ambition, greed, jealousy, and wall street.

The color green has healing power and is understood to be the most restful and relaxing color for the human eye to view. Green can help enhance vision, stability and endurance. Green takes up more space in the spectrum visible to the human eye and it is the dominant color in the natural. It is a natural choice in interior design as an ideal background or backdrop because we as humans are so used to seeing it everywhere.

With the color green’s association with renewal, growth, and hope, often green stands for both a lack of experience and need for growth. Green also stands for new growth and rebirth, common in the spring season when all of the plants are coming back to life with fresh growth and life after the cold winter months.

The color green affects us physically and mentally in several different ways. Green is soothing, relaxing, and youthful. Green is a color that helps alleviate anxiety, depression, and nervousness. Green also brings with it a sense of hope, health, adventure, and renewal, as well as self-control, compassion, and harmony. The green color is often used to indicate safety in the advertising of drugs and medical products. Green is directly related to nature and energy, so it is also commonly used to represent and promote ‘green’ products.

In different cultures green carries different meanings. For example green is the national color of Ireland and is commonly associated with good luck, leprechauns, clovers, and Saint Patrick’s Day. Green also

has close ties with Islam.

Too much **green** can cause people to become placid, lazy, slow, moody, depressed, and lethargic. Too little green can cause feelings of apathy and fear of rejection.

Green gemstones are believed to help create balance, promote change or growth, increase feelings of hopefulness and optimism, and break the emotional demands of others.

Different shades, tints, and hues of green have different meanings. For example, dark green represents greed, ambition, and wealth, while yellow-green stands for sickness, jealousy, and cowardice, and olive green represents the traditional color of peace.

Other meanings associated with the color green:

- The term “*green-eyed monster*” refers to a jealous person and the term “green with envy” stands for feelings of jealousy and envy.
- Green is a restful color with some of the same calming attributes of blue. Like the color blue, time moves faster in a green room.
- When used in combination with the color red, green is seen as a Christmas color. The colors green and red are also complimentary colors and may seem to vibrate when used together.
- Depending upon which colors are used in combination with the color green, it has both a warming and a cooling effect.
- Olive green and several green shades and tints used in camouflage gear have a strong military meaning.
- Combining green and blue together in a color palette represent nature, including the new growth of the forest and the water. Combining brown and beige with green is often associated with organic or recycled materials.
- Telling someone they have a “*green thumb*” means that they are good with plants and gardening.
- The phrase “*green room*” refers to the room in a theater or television studio where the guests, experts, or performers go to relax.
- The expression “*greener pastures*” and “*grass is greener*” are used in reference to something newer or better.
- The phrase “*green around the gills*” is used when discussing a sickly or pale appearance. Often this description is caused by an upset stomach and the need to throw up.
- The term “*greenback*” refers to the United States dollar bill.

Additional words that represent different shades, tints, and values of the color green: emerald, sea green, sea foam, olive, olive drab, pea green, grass green, apple, mint, forest, lawn green, lime, spring

green, leaf green, aquamarine, beryl, chartreuse, fir, kelly green, pine, moss, jade, sage, yellow-green, sap, viridian.

Meaning of The Color Blue

Blue

January 15, 2011 Jennifer Bourn

Blue represents both the sky and the sea, and is associated with open spaces, freedom, intuition, imagination, expansiveness, inspiration, and sensitivity. Blue also represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, heaven, and intelligence.

The color blue has positive affects on the mind and the body. As the color of the spirit, it invokes rest and can cause the body to produce chemicals that are calming and exude feelings of tranquility. Blue helps to slow human metabolism, is cooling in nature, and helps with balance and self-expression. Blue is also an appetite suppressant.

However not all blues are serene and sedate. Electric or brilliant blues become dynamic and dramatic, an engaging color that expresses exhilaration. Also, some shades of blue or the use of too much blue may come across as cold or uncaring, and can dampen spirits.

Blue can be strong and steadfast or light and friendly. Blue is used to symbolize piety and sincerity in heraldry. The color blue in many cultures is significant in religious beliefs, brings peace, or is believed to keep the bad spirits away. In Iran, blue is the color of mourning while in the West the something blue bridal tradition represents love.

The blue color communicates significance, importance, and confidence without creating somber or sinister feelings. This is where the corporate blue power suit and the blue uniforms of police officers and firefighter came from. Considered a highly corporate color, blue is often associated with intelligence, stability, unity, and conservatism.

Too much **blue** can create feelings of melancholy, negativity, sadness, self-righteousness, and self-centeredness. Too little blue brings about qualities of suspicion, depression, stubbornness, timidity, and unreliability.

Blue gemstones are believed to aid in creating calm and relaxation in crisis situations or chaotic situations, to open the flow of communication between loved ones, to feel genuinely inspired, and to

gain the courage to speak from the heart.

Different shades, tints, and hues of blue have different meanings. For example, dark blue can be seen as elegant, rich, sophisticated, intelligent, and old-fashioned, royal blue can represent superiority, and light blue can mean honesty and trustworthiness.

Other meanings associated with the color blue:

- Combining the colors red, white, and blue create a patriotic color palette for the United States, mirroring the colors in the American Flag.
- Navy blue and white, when used together, create a nautical, oceanic color palette that often represents sailing, and sailors.
- The terms “*feeling blue*” or “*getting the blues*” refers to the extreme calm feelings associated with blue, such as sadness and depression.
- The saying “*out of the blue*” is used in reference to something unexpected.
- The expression “*singing the blues*” references a person who is complaining about their circumstances.
- The phrase “*true blue*” stands for someone who is loyal, trustworthy, and faithful.
- The term “*blueblood*” refers to a person of royal, noble, or superior birth.
- The saying “*baby blues*” is used to describe the sadness that women feel after giving birth. It is often used in reference to post-partum depression.
- A “*blue ribbon*” represents the best, first place, top prize, or number one.
- The expression “*into the blue*” means entering the unknown or uncertainty, not knowing what you’re walking into.
- The phrase “*blue Monday*” means feeling sad, often the feelings experienced when the weekend is over and the workweek begins.
- The term “*blue laws*” refers to laws that were originally passed to enforce specific moral standards.
- The saying “*blue language*” refers to using profanity.
- The “*Bluebook*” is known as a register of people of significance in social standing. Later, the term Bluebook was adapted by the car industry as the name of the registry listing vehicle values.
- The Blues is a music style characterized by the sometimes sad or down focus and melancholy melodies.

Additional words that represent different shades, tints, and values of the color blue: sapphire, azure, beryl, cerulean, cobalt, indigo, navy, royal, sky blue, baby blue, robin’s egg blue, cyan, cornflower blue, midnight blue, slate, steel blue, Prussian blue.

Meaning of The Color Purple

Purple

January 5, 2011 Jennifer Bourn

Purple combines the calm stability of blue and the fierce energy of red. The color purple is often associated with royalty, nobility, luxury, power, and ambition. Purple also represents meanings of wealth, extravagance, creativity, wisdom, dignity, grandeur, devotion, peace, pride, mystery, independence, and magic.

The color purple is a rare occurring color in nature and as a result is often seen as having sacred meaning. Lavender, orchid, lilac, and violet flowers are considered delicate and precious.

The color purple has a variety of effects on the mind and body, including uplifting spirits, calming the mind and nerves, enhancing the sacred, creating feelings of spirituality, increasing nurturing tendencies and sensitivity, and encouraging imagination and creativity.

Purple is associated spirituality, the sacred, higher self, passion, third eye, fulfillment, and vitality. Purple helps align oneself with the whole of the universe. Different shades, tints, and hues of purple have different meanings. Light purple hues represent feminine energy and delicacy, as well as romantic and nostalgic feelings. Dark purple hues evoke feelings of gloom, sadness, and frustration. Bright purple hues suggest riches and royalty.

Light purple or lavender is a feminine, graceful, elegant color that has long been associated with refined, wealthy women. While the color purple represents royalty, lavender represents beauty and femininity. Lavender is considered to be the “grown-up” pink. Its lighter lavender shades have a sacred place in nature, with lavender, orchid, lilac, and violet flowers considered delicate and precious. The color lavender suggests uniqueness and specialness without the deep mystery of the color purple.

Too much **purple** brings out qualities of irritability, impatience, and arrogance. Too little purple brings out feelings of powerlessness, negativity, and apathy.

Because **the purple color** is created by combining a strong warm with a strong cool color, the color retains both warm and cool properties. On one hand, the color purple can boost imagination and creativity, on the other, too much purple can cause moodiness.

Throughout history, **purple** robes were worn by royalty and people of authority or high rank. Many believe this to be true because the rare occurrence of purple in nature made it one of the most expensive color dyes to create. The United States Military awards the Purple Heart to soldiers wounded in battle. In Thailand, purple is the color of mourning for widows.

Purple or violet gemstones are believed to increase your imagination, remove perceived spiritual obstacles, calm confrontations, and re-energize the learning of new things.

Other meanings associated with the color purple:

- The phrase “*purple cow*” refers to something remarkable, amazing, unique, stand-out, eye-catching, or unusual.
- The term “*purple prose*” is used in reference to large exaggerations, lies, and highly imaginative writings.
- The expression “*purple speech*” is used to describe profanity and bad language.
- The saying “*purple haze*” refers to confusion or euphoria which may be drug-induced.

Additional words that represent different shades, tints, and values of the color purple: violet, plum, lavender, lilac, puce, thistle, orchid, mauve, magenta, royal, amethyst, wine, pomegranate, eggplant, mulberry, plum, lilac, thistle, orchid, mauve, purple.

Meaning of The Color Grey

Grey

December 27, 2010 Jennifer Bourn

Gray is a cool, neutral, and balanced color. The color gray is an emotionless, moody color that is typically associated with meanings of dull, dirty, and dingy, as well as formal, conservative, and sophisticated.

The color gray is a timeless and practical color that is often associated with loss or depression. Dark, charcoal gray communicates some of the strength and mystery of black. It is a sophisticated color that lack the negativity of the color black. Light grays can carry some of the attributes of the color white.

The gray color affects the mind and body by causing unsettling feelings. Light grays are feminine in nature, while dark grays are masculine in nature.

Other meanings associated with the color gray:

- The phrase “*gray matter*” refers to smarts, intelligence, brains, and intellect.
- The saying “*gray power*” is used in reference to the power of the elderly or senior citizens.
- The term “*gray page*” is a text-heavy page with very little contrast or white space.
- The expression “*gray-hair*” is sometimes used to refer to an elderly person.
- The phrase “*gray water*” refers to dirty water such as water that has been drained from a bathtub or kitchen sink.

Additional words that represent different shades, tints, and values of the color gray: charcoal, slate, iron gray, ashen, lead, mousy, gunmetal, silver, dove gray, powder grey, oyster, pearl, taupe, sere, Payne’s gray.

Meaning of The Color Black

Black

December 15, 2010 Jennifer Bourn

Black is associated with power, fear, mystery, strength, authority, elegance, formality, death, evil, and aggression, authority, rebellion, and sophistication. Black is required for all other colors to have depth and variation of hue.

The black color is the absence of color. Black is a mysterious color that is typically associated with the unknown or the negative. The color black represents strength, seriousness, power, and authority. Black is a formal, elegant, and prestigious color. Authoritative and powerful, the color black can evoke strong emotions and too much black can be overwhelming.

In heraldry, **black** is the symbol of grief. The color black can be serious, professional, and conventional, but black can also represent the mysterious, sexy, and sophisticated. Black is a visually slimming color for clothing and like other dark colors, in interior design, black can make a room appear to shrink in size.

The color black affects the mind and body by helping to create an inconspicuous feeling, boosting confidence in appearance, increasing the sense of potential and possibility, or producing feelings of

emptiness, gloom, or sadness.

In western countries **black** is the color of mourning, death, and sadness. Black often represents the emotions and actions of rebellion in teenagers and youth. The color black can represent both the positive and the negative. As the opposite of white, movies, books, print media, and television typically depict the good guy in white and the bad guy in black. In more recent times, the good guy is shown in black to create mystery around the character's identity.

Other meanings associated with the color black:

- The phrase "*black tie*" refers to a formal event or dress code.
- The saying "*pitch black*" references no light or no visibility.
- The term "*black-hearted*" describes an evil person.
- A "*black belt*" is an expert level in martial arts.
- The expression "*blackwash*" is to bring things out in the open.
- The phrase "*in the black*" refers to having money or profiting and doing well in business.
- A "*black box*" is a piece of equipment or apparatus usually used in airplanes.
- A "*black eye*" is damage to an eye, including bruising and discoloration, or damage to one's reputation.
- A "*black sheep*" is an outcast from a family or from society.
- The expression "*men in black*" refer to government agents.
- A "*blacklist*" is a list of people or organizations to boycott, avoid, or punish.
- The term "*blackguard*" is used to reference a bad guy or a scoundrel.
- The word "*blackmail*" refers to obtaining something by threat.
- The word "*blackout*" means a loss of electricity, loss of visibility, turning out the lights, loss of consciousness, or the act of erasing or deleting something.
- The phrase "*black market*" refers to the illegal trade of goods or money.

Additional words that represent different shades, tints, and values of the color black: ebony, jet, ink, lampblack, coal, soot, charcoal, raven, midnight, obsidian, onyx, sable.

Meaning of The Color White

White

December 5, 2010 Jennifer Bourn

White, an inherently positive color, is associated with purity, virginity, innocence, light, goodness, heaven, safety, brilliance, illumination, understanding, cleanliness, faith, beginnings, sterility, spirituality, possibility, humility, sincerity, protection, softness, and perfection.

The color white can represent a successful beginning. In heraldry, white depicts faith and purity. As the opposite of black, movies, books, print media, and television typically depict the good guy in white and the bad guy in black.

The color of snow, **white** is often used to represent coolness and simplicity. White's association with cleanliness and sterility is often seen in hospitals, medical centers, and laboratories to communicate safety. The color white is also associated with low-fat foods and dairy products.

To the human eye, **white** is a bright and brilliant color that can cause headaches. In cases of extremely bright light, the color white can even be blinding.

Throughout the western countries white is the traditional color worn by brides, to signify purity, innocence, and virginity. In eastern countries, the color white is the color of mourning and funerals. In certain cultures, white is the color of royalty or of religious figures, as angels are typically depicted as wearing white or having a white glow. A white picket fence surrounds a safe and happy home.

The color white affects the mind and body by aiding in mental clarity, promoting feelings of fresh beginnings and renewal, assisting in cleansing, clearing obstacles and clutter, and encouraging the purification of thoughts and actions.

White gemstones are believed to help create new beginnings, remove prejudice and pre-conceived notions, to see the innocence in others, and to clear emotional clutter and silence the inner critic.

Other meanings associated with the color white:

- The expression "*white as snow*" is used in reference to the pure, clean, and innocent.
- The saying "*whiteout*" means zero visibility.
- The phrase "*white flag*" is associated with meanings of surrender and relinquishment.
- The term "*white elephant*" refers to a rare or valuable item that is unwanted.
- The expression "*pearly whites*" refers to very white teeth.
- The phrase "*whitewash*" has meanings of cover up, secrecy, and concealment.
- The saying "*white list*" is a list of acceptable, good, or approved items.
- The term "*white sale*" means a store sale of sheets, towels, other linens.

- The phrase “*white knight*” represents one who comes to the rescue; a good and noble hero.
- The saying “*white lightning*” refers to moonshine or illegal whiskey.
- The expression “*white knuckle*” references something that is fast, exciting, or frightening.

Additional words that represent different shades, tints, and values of the color white: snow, pearl, antique white, ivory, chalk, milk white, lily, smoke, seashell, old lace, cream, linen, ghost white, beige, cornsilk, alabaster, paper, whitewash.

Meaning of The Color Brown

Brown

November 25, 2010 Jennifer Bourn

Brown, the color of earth, wood, stone, wholesomeness, reliability, elegance, security, healing, home, grounding, foundations, stability, warmth, and honesty, is a natural, neutral color that is typically associated with the seasons of fall and winter.

The color brown is a warm color that stimulates the appetite. While it is sometimes considered dull, it also represents steadfastness, simplicity, friendliness, dependability, and health.

Shades of brown when combined with green create a palette often used to convey concepts of recycling, earth-friendly, or all natural. Dark brown can be used in place of black and brings warmth to color palettes.

The brown color says stability, reliability, dependability, and approachability. It is the color of our soil, growth, fertility, and earth, and it is associated the concepts of “all natural” and “organic.” Brown is the color of the Earth and is comforting and nurturing.

The color brown affects the mind and body by creating feelings of wholesomeness, stability, and peace. Brown provides feelings of organization, history, and connection, as well as cozy feelings of relaxation and warmth.

Brown is believed to help create a wholesome feeling, a connection with the earth, and a sense of orderliness and convention. Brown is a stable and grounded color that is believed to help you feel like you fit in and belong.

Other meanings associated with the color brown:

- The term “*brown bottle*” refers to a bottle of beer.
- To “*brown*” something is to cook or burn it.
- The saying “*brown-nose*” refers to someone who sucks up, or kisses butt to someone of authority.
- The phrase “*brown study*” is used to describe someone who is aloof, indifferent.
- The expression “*brown out*” refers to a partial loss of service.

Additional words that represent different shades, tints, and values of the color brown: sienna, bay, sand, wood, dapple, auburn, chestnut, nut-brown, cinnamon, russet, tawny, chocolate, tan, brunette, fawn, liver-colored, mahogany, oak, bronze, terra-cotta, toast, umber, cocoa, coffee, copper, ecru, ginger, hazel, khaki, ochre, puce, snuff-colored.

Meaning of The Color Pink

Pink

November 15, 2010 Jennifer Bourn

Pink, a delicate color that means sweet, nice, playful, cute, romantic, charming, feminine, and tenderness, is associated with bubble gum, flowers, babies, little girls, cotton candy, and sweetness.

The color pink is the color of universal love of oneself and of others. Pink represents friendship, affection, harmony, inner peace, and approachability.

Pink is the official color for little girls and represents sugar and spice and everything nice. Pink is the sweet side of the color red. While the color red stirs up passion, aggression, and action, large amounts of the color pink can actually create physical weakness.

Both red and **pink** represent love. The color red represents heat and passion, while the color pink represents romance and charm. Hot pink is used to communicate playfulness, while light pink is used to communicate tenderness.

Pink gemstones are believed to bring about serenity, relaxation, acceptance, and contentment, as well to neutralize disorder or soften frustration.

Other meanings associated with the color pink:

- The phrase “*in the pink*” means healthy.
- The expression “*tickled pink*” means being happy, content.
- The saying “*pink collar*” refers to a female office worker, often used in a derogatory fashion.
- The word “*pink*” means to cut, notch, or make a zigzag.

Additional words that represent different shades, tints, and values of the color pink: salmon, coral, hot pink, fuschia, blush, flesh, flush, fuchsia, rose.

Meaning of The Color Turquoise

Turquoise

November 20, 2010 Jennifer Bourn

Turquoise, a blend of the color blue and the color green, has some of the same cool and calming attributes. The color turquoise is associated with meanings of refreshing, feminine, calming, sophisticated, energy, wisdom, serenity, wholeness, creativity, emotional balance, good luck, spiritual grounding, friendship, love, joy, tranquility, patience, intuition, and loyalty.

Tints of **turquoise color** have a sweet feminine feel. Darker shades of turquoise, such as teal have a more sophisticated feel. Variations of turquoise, which often is used to represent water, also is referred to as aqua and aquamarine.

Turquoise is a valuable mineral that is often use for jewelry, especially in the American Southwest and Middle East. Turquoise is one of the oldest protection amulets and in many ancient cultures was a symbol of wealth and prosperity. Turquoise was associated with connections to the spiritual world, psychic sensitivity, and protection from harm and negative energy.

The **turquoise gemstone** is the symbol of friendship and brings peace to the home and good fortune to the owner. The turquoise stone is believed to carry with it great truth and wisdom inside it. The

turquoise gemstone is a stone that represents self-realization and is an aid in analytical thinking as well as creative energy.

The name **turquoise** means “Turkish Stone” as it came to Europe from Turkey. The best quality turquoise comes from Iran. Today, the majority of the turquoise gemstones come from the United States and Mexico.

The color turquoise has healing properties that affects the mind and the body. Turquoise is believed to help neutralize over acidity, increase growth and muscular strength, and alleviate gout, stomach problems, viral infections, rheumatism. Turquoise also is believed to be an anti-inflammatory that also helps to enhance communication skills, and calm the mind and body.

Too much **turquoise** can cause one to become over analytical, fussy, and egocentric, allowing one to let logic guide decision-making. Too little turquoise can cause one to become secretive, closed off, confused, sneaky, and even paranoid.

Additional words that represent different shades, tints, and values of the color turquoise: teal, ultramarine, blue-green, aqua, aquamarine.

Meaning of The Color Gold

Gold

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The color gold is the color of extravagance, wealth, riches, and excess, and shares several of the same attributes of the color yellow. The color gold is a warm color that can be either bright and cheerful or somber and traditional. The color gold is cousin to the color yellow and the color brown, and is also associated with illumination, love, compassion, courage, passion, magic, and wisdom.

Gold is a precious metal that is associated with wealth, grandeur, and prosperity, as well as sparkle, glitz, and glamour. Gold is the official fiftieth wedding anniversary gift, with copper as the official seventh wedding anniversary gift and bronze as the official eighth wedding anniversary gift.

Gold gemstones are believed to increase personal wisdom and power, aid in health and wellness, create success and prosperity, and illuminate the path toward your goal.

Other meanings associated with the color gold:

- The term “*fool’s gold*” refers to anything mistaken for gold, or something that is worthless.
- The phrase “*gold star*” is used to signify praise, accomplishment, and commendation.
- The saying “*solid gold*” refers to superior, high-quality, outstanding, and best of the best.
- The term “*gold standard*” is a measure of the best, quality, and excellence.
- The phrase “*gold brick*” is used in reference to a trick, cheat, or actions of deceit.
- The phrase “*good as gold*” means that something is valuable or positive.
- The expression “*golden child*” refers to a favored person.
- The expression “*gold digger*” describes someone who is only after a person’s money.

Additional words that represent different shades, tints, and values of the color gold: goldenrod, yellow gold, honey, bronze, copper.

Meaning of The Color Silver

Silver

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Silver, the metallic refined, distinguished color of riches, has cool properties like gray, but is more fun, lively, and playful. The color silver is associated with meanings of industrial, sleek, high-tech, and modern, as well as ornate, glamorous, graceful, sophisticated, and elegant.

Silver is a precious metal and, like gold, often symbolizes riches and wealth. Silver is believed to be a mirror to the soul, helping us to see ourselves as others see us. As a gemstone silver represents hope, unconditional love, meditation, mystic visions, tenderness, kindness, sensitivities, and psychic abilities.

Silver affects the mind and body as a conductor and communicator that aids in public speaking and eloquence. Silver is believed to draw negative energy out of the body and replace it with positive energy.

Traditionally gray-haired seniors are viewed as just being old, while the phrase silver-haired traditionally describes a distinguished individual who is aging gracefully. Silver is the traditional twenty-fifth wedding anniversary gift. Silver together with turquoise and brown is often used in Southwestern artwork.

Other meanings associated with the color silver:

- The phrase “*silver screen*” used in reference to movies and Hollywood.
- The saying “*silver-tongued*” is used to describe a witty and eloquent speaker.
- The term “*pieces of silver*” refers to money and coins.
- The expression “*silver-tongued devil*” refers to an articulate speaker who is insincere and possibly a liar.
- The phrase “*silver spoon*” is used as a descriptor for someone born wealthy who has never had to work for a living.

Additional words that represent different shades, tints, and values of the color silver: gun metal, gray, metallic grey.

Meaning of The Color Beige

Beige

October 20, 2010 Jennifer Bourn

Beige is dependable, conservative, and flexible. The color beige is neutral, calm, and relaxing. The attributes and meanings associated with beige change based on the colors it accompanies.

The color beige offers some of the warmth of the color brown and the some of the crisp and coolness of the color white. While it is a relaxing color, beige is often seen as a dull and boring color.

A similar color to beige is ivory, a neutral, relaxing, and calming color, has some of the same pureness and softness of the color white, but with a warmer tone. Ivory represents quiet and pleasantness. **The color ivory** sets relaxed tone of understated elegance.

Ivory is the traditional Fourteenth Wedding Anniversary gift and Pearl is the traditional Thirtieth Wedding Anniversary gift. Pearl and opal, which are shades of ivory, are considered precious stones. The ivory tusks of elephants carry a high value and worth in many cultures and have long been used in the creation of jewelry decoration of furniture and home décor.

Other meanings associated with the color ivory:

- The term “*ivory dome*” refers to an intellectual, professor, instructor, or teacher.
- The phrase “*ivory tower*” is typically a place of refuge or seclusion from the world. Sometimes used to describe someone who is out of touch with reality.

Additional words that represent different shades, tints, and values of the color beige: buff, camel, oatmeal, tan, sand, biscuit, cream, ecru, mushroom. Additional words that represent different shades, tints, and values of the color ivory: milk white, pearl, off-white, opaline.