

COLOR VODOO #3

50 SYMBOLIC COLOR SCHEMES

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for Rey



How to use Acrobat Reader

Welcome to this electronic publication!

Adobe Acrobat Reader gives you exceptional control in accessing the information in this book. The next four pages include some tips to help you.

Note: These instructions apply to Acrobat Reader 4.0. Minor variations may exist in version 3.0

More 

Viewing Options

The publication opens with the navigation window displayed at the left. This window contains "Bookmarks" (text) and "Thumbnails" (pictures) to assist in navigation. Use the appropriate buttons on the command bar to view either Thumbnails or Bookmarks, or to collapse this window. You may also select these options under "Window" on the menu bar or you may click the Bookmarks or Thumbnails tabs at the top of the navigation window.

The navigation window can be widened or contracted by dragging the two small triangles at the bottom of the right border of this window.

Control the viewing size of the pages in this publication by selecting any one of the page buttons on the command bar. Options include full magnification, fit the page in window, and fit the visible width of the page in window. As an alternative, use the viewing selections under "View" on the menu bar. The zoom-in (magnifying glass) button on the command bar can be used to zoom in and out of any area on a page.



Navigation

1. Use the triangle (arrow) buttons on the command bar to view the next page or the previous page. You can also return to "the previous view" or go to the first or last page.
2. The menu bar can be used to navigate. Choose View > Next Page or the destination of your choice.
3. Click on any bookmark in the navigation window (at the left). Click on the sideways triangle (right facing arrow) to open the bookmark header and to view other bookmarks in this category. You may also click on any thumbnail in the navigation window.
4. Custom red triangles (arrows) have been added to some of the pages. Click to link to related information and/or more pages.



How to Find Things

1. Click the find tool (binoculars) on the command bar, or choose Tools > Find on the Menu bar. A dialog box will appear. Enter the text to be found and click Find. When the program finds the text, the Find dialog box closes and the page containing the text is displayed with the text highlighted. This command will only locate one occurrence.
2. If you want to find out if there are more occurrences of the text, press Ctrl (Windows and UNIX) or Command (Macintosh) +G, or on the Menu bar, Tools> Find Again. You may also reopen the Find dialog box and click Find Again. With Windows, pressing F3 also finds the next occurrence.



About Color Printing

This publication was designed for on screen viewing using the RGB color model. Printers use the CMYK (cyan, magenta, yellow, black) color model. Therefore, colors on your computer monitor will appear different when printed with CMYK inks. Warning: Printing this publication will consume a large quantity of ink!



INTRODUCTION

About Color Voodoo

About Symbolism

About Color Harmony

Computer Colors

Color Models

Design Applications

How to read the layouts

About the color formulas

Cross-referencing colors

About the terms used



About Color Voodoo

Like voodoo, color can sway thinking, change actions, and cause reactions.

Red means "stop" and green means "go." Traffic lights send this universal message. Likewise, the colors used for a logo, business card, product, packaging, web site, interior design, architectural elements, or clothing cause powerful reactions. Color sends a subliminal message, one which plays a critical role in success or failure. It will either attract or distract, work for you or against you.

The subliminal power of color is serious business. Consequently, the information in this book is presented in a methodical way. You might think the tone is a bit academic, but it will deliver clear concepts about color symbolism so that you can use it to your advantage.

About Symbolism

A conservative approach was taken in developing these color combinations. Consequently, the emphasis is on classical rather than trendy interpretations of symbolic concepts.

The symbolic color combinations in this publication are the result of years of research and data gathered from the Global Color Survey, located at the [Color Matters](#) web site. As a whole, the color schemes primarily reflect Western culture. It should be noted that different cultures attach different meanings to some colors. Geography, climate, socioeconomic levels, national symbols, and other factors contribute.

In many situations, more than one color combination can reflect any given symbolic term. In cases where wide interpretations exist, several color schemes are presented. Also, other color combinations have a "split personality." For example, "Spiritual" and "Spiritual - Mystical" require slightly different color combinations.

About Color Harmony

The color combinations presented in this publication go one step further. In addition to the symbolic meaning, the color schemes represent balanced harmonies, good combinations of colors that will successfully communicate the symbolic meaning.

Defining harmony is not an easy task. Perhaps the best definition is “something that is pleasing to the eye.” If colors don’t coordinate, the effect is confusing and chaotic. If it were music, you could say that it’s “untuned.”

At the other extreme, if all the colors are too similar, the effect is monotonous and boring. For example, if all the colors used for “**Dignified**” were very dark hues, the effect would be gloomy. Successful color schemes require a good balance of light and dark, vivid and muted colors. In many situations, a cool color (a variation of blue or green) is needed to offset an excessive amount of warm colors (variations of red, yellow and orange) and vice versa. For example, the color scheme for “**Sweet**” would be too cloying, too sweet without the green accent. The cool color relieves the excess. Consequently, the color scheme is more powerful with the contrast.

Computer Colors

This publication was designed for electronic distribution and computer viewing. All colors represented in this publication are based on the 216 colors which are common to both Windows and Macintosh computers and can be viewed on 8 bit (256 color) monitors.

Every effort has been made to reproduce colors accurately. All illustrations were prepared on a system with full gamma correction and color synchronization. Colors may vary on different computers.

Colors may vary on different computer systems. Anti-glare screens may cause color distortions.

Windows PCs do not have built-in color correction and typically require a video or graphic card for accurate color readings and full gamma correction.



Color Models

Monitors and printers reproduce colors differently. Monitors use the red, green, blue (RGB) color model. Printing on paper uses the cyan, magenta, yellow, and black (CMYK) color model. Colors on-screen may look different when printed.

Design Applications & Color Variables

The color information and illustrations in this publication will assist in developing successful color schemes for all areas of design. Since these illustrations and color formulas are based on the RGB color model, variables may occur when using other color systems. The following provides important information about these variables:

Web Site Design

The HEX code is included for each color swatch. These may be used to specify background colors, text, or link colors in html documents. The RGB values may be used for non-dithering colors for graphic illustrations.

Labels, Packaging, Business Cards, Stationery and Signage

The RGB values of the colors may be used as a reference for appropriate specifications for printing and other media.

Products

The RGB values may be used as a reference for enamels, glazes, paint, textile dyes, and other color media.



Interior Design and Architecture

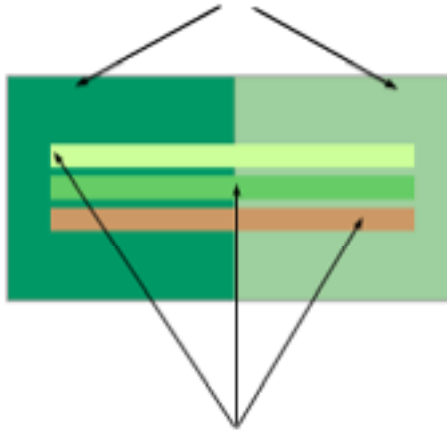
The color swatches may be used as a departure point for interior or exterior color schemes. Caution should be used in paint and wall covering selections. The colors of the swatches in this publication will be quite different when applied to large interior or exterior surfaces. Muted colors will wind up looking much more colorful. Some colors may turn out too pale, others, too dark. Consult with a paint representative and/or a design professional. Large brush-outs will give you a better idea of end results. Similar caution should be used when selecting carpeting and other elements which cover large areas.

Wardrobe

The color swatches may be used as a reference for wardrobe selections.

How to read the layouts

The background squares indicate the most important symbolic colors. Use these colors in large areas, such as the dominant shapes or as a background.



The foreground horizontal stripes represent good colors to use in smaller quantities. These colors will accent and reinforce the other colors. Use these for small forms, text, or any other accent.

In some color schemes, white would serve as a suitable background or text color in relationship to the other colors, rather than conveying any specific symbolism in the combination.

About the color formulas

The colors in this publication were selected from a set of colors which are common to both PC and Macintosh computers. These are also "browser-safe" non-dithering colors for web site design.

The RGB formulas and the HEX code (for web site HTML specifications) are listed after the color name as seen below.

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

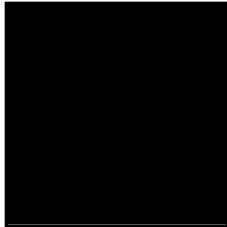
RGB (Red Green Blue) formula

Hex code

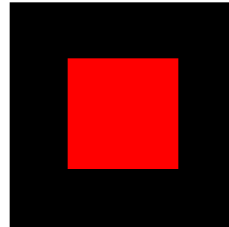
Cross-referencing colors

Most of these colors can also be cross-referenced with colors in the other Color Voodoo publications, "A Guide to Color Symbolism" and "A Guide to Color Symbolism for Web Site Design."

Color combinations communicate more powerfully than any one individual color. In a few cases, the symbolism of an isolated color may differ from the symbolism of this color when it's combined with another color. An example is the color black, as illustrated below.



Black = powerful, sophisticated, strong, magical, demonic, etc.



Black & Red = dynamic, energetic, etc.

About the terms used

The English language does not support a wide range of color terms beyond the names of basic hues, such as “red” and “blue.” In addition to the basic color names, colors may also be described by references to naturally occurring objects, such as “burgundy” or “lime.” Designer color terms such as “Antique White” or “Riviera Blue” are not accurate and are not used in this publication.

The following descriptive terms are used:

Dark - a dark version of the color

Medium - a medium or medium-light version of the color

Light - a light version of the color, a pastel or “tint” of the original color

Muted - a dull, less colorful version of the color

Bright - a very pure, intense, saturated version of the color

Deep - a very rich version of the color, a full bodied color in spite of its relative darkness

50 Symbolic Color Schemes

Appetizing • Tasty #1

Appetizing • Tasty #2

Appetizing • Tasty # 3

Clean • Pure

Comfortable • Dependable

Dependable #1

Dependable #2

Dynamic • Electric

Dynamic • Exhilarating

Earthy • Ecological • Natural

Elegant • Aristocratic

Exciting

Expensive #1

Expensive #2

Expensive #3

Extraterrestrial

Feminine (traditional, childlike)

Feminine (contemporary)

Festive

Healthy #1

Healthy #2

High Tech

High Tech • Powerful

High Quality #1

High Quality #2

Hygienic • Refreshing

Inexpensive #1

Inexpensive #2

Intelligent

Intelligent • Creative

Joyous

Magical • Passionate


Masculine

Passionate • Intense

Peaceful

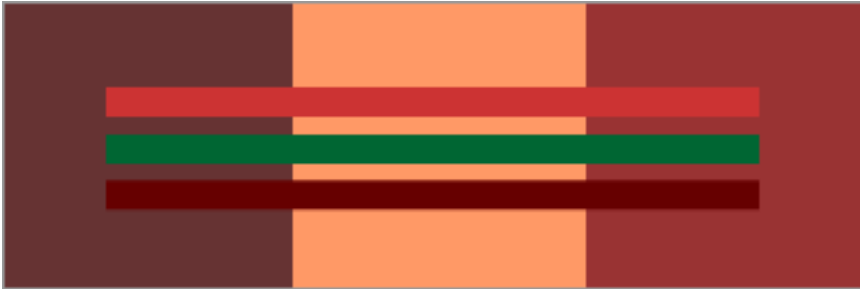
Peaceful • Soothing

more 



Powerful #1
Powerful #2
Primal • Raw
Professional #1
Professional #2
Sentimental • Romantic
Spiritual
Spiritual • Mystical
Strong
Sweet
Tangy • Tart
Tropical • Festive
Trustworthy • Dignified
Whimsical

Appetizing • Tasty #1



BACKGROUND SQUARES

Medium Brown - R: 102 G: 051 B: 051 - 663333

Light Salmon Orange - R: 255 G: 153 B: 102 - FF9966

Sienna Brown - R: 153 G: 051 B: 051 - 993333

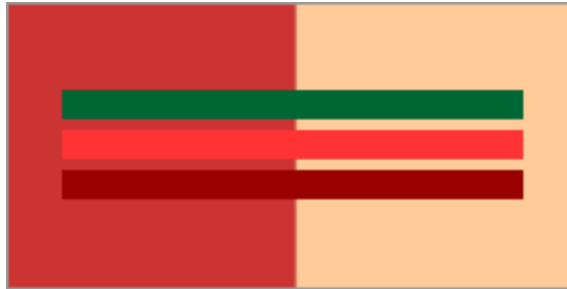
HORIZONTAL STRIPES

Muted Red Orange - R: 204 G: 051 B: 051 - CC3333

Dark Forest Green - R: 000 G: 102 B: 051 - 006633

Dark Red Brown - R: 102 G: 000 B: 000 - 660000

Appetizing • Tasty #2



BACKGROUND SQUARES

Muted Red Orange - R: 204 G: 051 B: 051 - CC3333

Light Orange - R: 255 G: 204 B: 153 - FFCC99

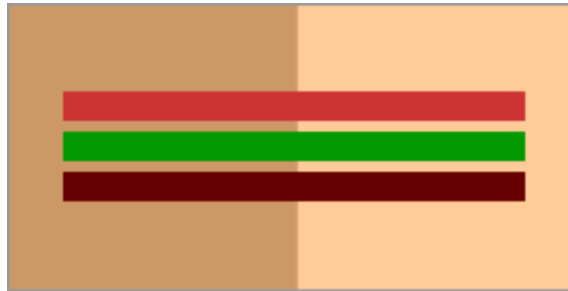
HORIZONTAL STRIPES

Dark Forest Green - R: 000 G: 102 B: 051 - 006633

Medium Orange Red - R: 255 G: 051 B: 051 - FF3333

Dark Brick Red - R: 153 G: 000 B: 000 - 990000

Appetizing • Tasty #3



BACKGROUND SQUARES

Light Coffee Brown - R: 204 G: 153 B: 102 - CC9966

Light Orange - R: 255 G: 204 B: 153 - FFCC99

HORIZONTAL STRIPES

Muted Red Orange - R: 204 G: 051 B: 051 - CC3333

Medium Green - R: 100 G: 153 B: 000 - 009900

Dark Red Brown - R: 102 G: 000 B: 000 - 660000

Clean • Pure



BACKGROUND SQUARES

Bright Blue - R: 000 G: 000 B: 255 - 0000FF

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Medium Blue - R: 000 G: 102 B: 255 - 0066FF

Cyan - R: 000 G: 255 B: 255 - 00FFFF

Comfortable • Dependable



BACKGROUND SQUARES

Medium Brown - R: 102 G: 051 B: 051 - 663333

Light Coffee Brown - R: 204 G: 153 B: 102 - CC9966

HORIZONTAL STRIPE

Dark Chocolate Brown - R: 051 G: 000 B: 000 - 330000

Dependable #1



BACKGROUND SQUARES

Dark Green - R: 000 G: 051 B: 051-003333

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Dark Forest Green - R: 000 G: 102 B: 051 - 006633

Medium Light Gray - R: 153 G: 153 B: 153 - 999999

Dark Chocolate Brown - R: 051 G: 000 B: 000 - 330000

Dependable #2



BACKGROUND SQUARES

Navy Blue - R: 000 G: 000 B: 153 - 000099

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

Dark Chocolate Brown - R: 051 G: 000 B: 000 - 330000

HORIZONTAL STRIPES

Dark Navy Blue - R: 000 G: 000 B: 102 - 000066

Muted Blue - R: 000 G: 051 B: 153 - 003399

Medium Brown - R: 102 G: 051 B: 051 - 663333

Dynamic • Electric



BACKGROUND SQUARES

Lime Green - R: 000 G: 255 B: 000 - 00FF00

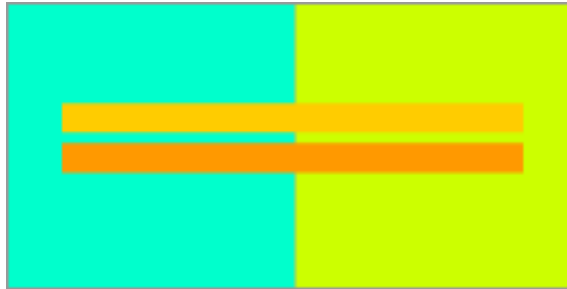
Bright Raspberry Pink - R: 255 G: 000 B: 153 - FF0099

HORIZONTAL STRIPES

Bright Chartreuse Yellow - R: 204 G: 255 B: 000 - CCFF00

Black - R: 000 G: 000 B: 000 - 000000

Dynamic • Exhilarating



BACKGROUND SQUARE

Cyan Green - R: 000 G: 255 B: 204 - 00FFCC

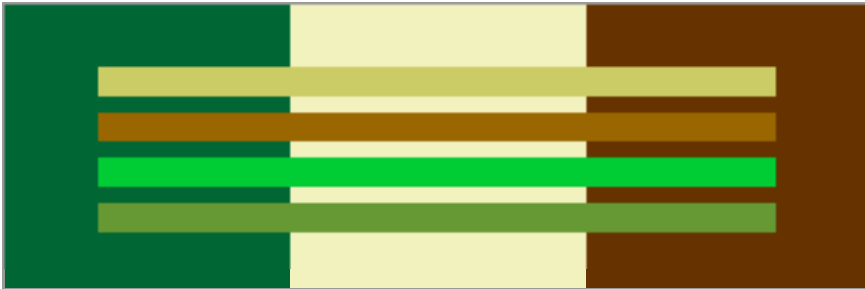
Bright Chartreuse Yellow - R: 204 G: 255 B: 000 - CCFF00

HORIZONTAL STRIPES

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

Yellow Orange - R: 255 G: 153 B: 000 - FF9900

Earthy • Ecological • Natural



BACKGROUND SQUARES

Dark Forest Green - R: 000 G: 102 B: 051 - 006633

Walnut Brown - R: 102 G: 051 B: 000 - 663300

Light Yellow - R: 255 G: 255 B: 204 - FFFFCC

HORIZONTAL STRIPES

Light Muted Yellow Green #2 - R: 204 G: 204 B: 000 - CCCC00

Golden Yellow Brown - R: 153 G: 102 B: 000 - 996600

Grass Green - R: 000 G: 204 B: 051 - 00CC33

Medium Light Avocado Green - R: 102 G: 153 B: 051 - 669933

Elegant • Aristocratic



BACKGROUND SQUARES

Dark Purple #1 - R: 051 G: 000 B: 102 - 330066

Light Gray Purple - R: 153 G: 153 B: 204 - 9999CC

HORIZONTAL STRIPES

Light Purple - R: 204 G: 204 B: 255 - CCCCFF

Burgundy Purple -R: 102 G: 000 B: 102 - 660066

Exciting



BACKGROUND SQUARES

Tomato Red - R: 255 G: 000 B: 000 - FF0000

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPE

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

Expensive #1



BACKGROUND SQUARE

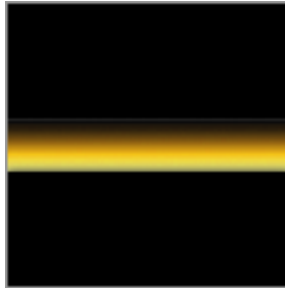
Dark Burgundy Purple - R: 051 G: 000 B: 051 - 330033

HORIZONTAL STRIPES

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

Dark Mauve Purple - R: 102 G: 051 B: 102 - 663366

Expensive #2



BACKGROUND SQUARE

Black - R: 000 G: 000 B: 000 - 000000

HORIZONTAL STRIPE

Gold- a gradient mixture of:

Golden Yellow Brown - R: 153 G: 102 B: 000 - 996600

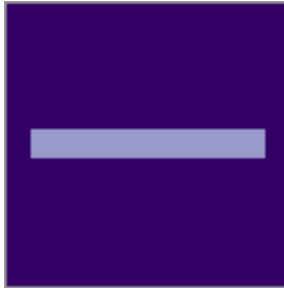
Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

Medium Light Yellow- R: 255 G: 255 B: 102 - FFFF66

Light Golden Tan - R: 204 G: 153 B: 051 - CC9933

Walnut Brown - R: 102 G: 051 B: 000 - 663300

Expensive #3



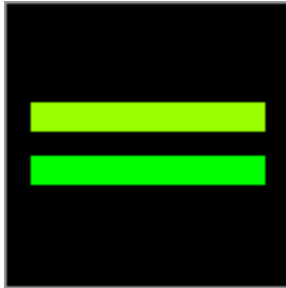
BACKGROUND SQUARE

Dark Purple #1 - R: 051 G: 000 B: 102 - 330066

HORIZONTAL STRIPE

Light Gray Purple - R: 153 G: 153 B: 204 - 9999CC

Extraterrestrial



BACKGROUND SQUARE

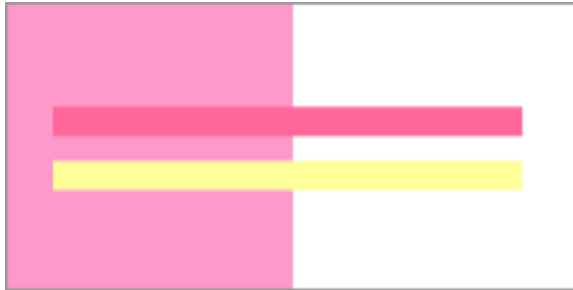
Black - R: 000 G: 000 B: 000 - 000000

HORIZONTAL STRIPES

Bright Yellow Green #1 - R: 153 G: 255 B: 000 - 99FF00

Lime Green - R: 000 G: 255 B: 000 - 00FF00

Feminine (traditional, childlike)



BACKGROUND SQUARES

Raspberry Pink - R: 255 G: 153 B: 204 - FF99CC

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Deep Pink - R: 255 G: 102 B: 153 - FF6699

Medium Light Yellow - R: 255 G: 255 B: 204 - FFFF99

Feminine (contemporary)



BACKGROUND SQUARES

Deep Plum Red - R: 153 G: 000 B: 102 - 990066

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Light Golden Tan - R: 204 G: 153 B: 051 - CC9933

Burgundy Purple - R: 102 G: 000 B: 102 - 660066

Red Purple - R: 204 G: 000 B: 153 - CC0099

Turquoise - R: 000 G: 204 B: 204 - 00CCCC

Festive



BACKGROUND SQUARES

Bright Raspberry Pink - R: 255 G: 000 B: 153 - FF0099

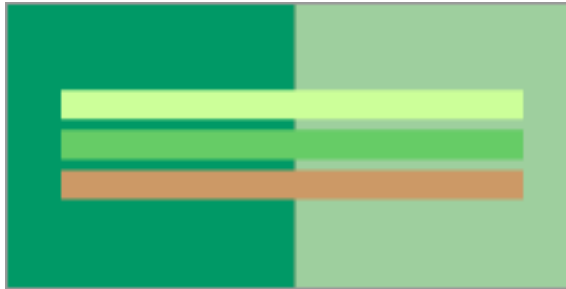
Hot Red Purple - R: 204 G: 000 B: 255 - CC00FF

HORIZONTAL STRIPES

Tomato Red - R: 255 G: 000 B: 000 - FF0000

Yellow Orange - R: 255 G: 153 B: 000 - FF9900

Healthy #1



BACKGROUND SQUARES

Green #1 - R: 000 G: 153 B: 102 - 009966

Light Celery Green - R: 153 G: 204 B: 153 - 99CC99

HORIZONTAL STRIPES

Muted Light Avocado Green - R: 204 G: 255 B: 153 - CCFF99

Light Grass Green - R: 102 G: 204 B: 102 - 66CC66

Light Coffee Brown - R: 204 G: 153 B: 102 - CC9966

Healthy #2



BACKGROUND SQUARES

Salmon Red - R: 255 G: 102 B: 102 - FF6666

Light Orange - R: 255 G: 204 B: 153 - FFCC99

HORIZONTAL STRIPES

Muted Red Orange - R: 153 G: 051 B: 051 - CC3333

Yellow Orange - R: 255 G: 153 B: 000 - FF9900

High Quality #1



BACKGROUND SQUARES

Deep Burgundy Red - R: 102 G: 000 B: 051 - 660033

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Medium Light Gray - R: 153 G: 153 B: 153 - 999999

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

High Quality #2



BACKGROUND SQUARES

Dark Navy Blue - R: 000 G: 000 B: 102 - 000066

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Navy Blue - R: 000 G: 000 B: 153 - 000099

Medium Light Gray - R: 153 G: 153 B: 153 - 999999

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

High Tech



BACKGROUND SQUARE

Black - R: 000 G: 000 B: 000 - 000000

HORIZONTAL STRIPE

Silver - a gradient fill based on:

Medium Light Gray - R: 153 G: 153 B: 153 - 999999

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

White - R: 255 G: 255 B: 255 - FFFFFFFF

High Tech • Powerful



BACKGROUND SQUARES

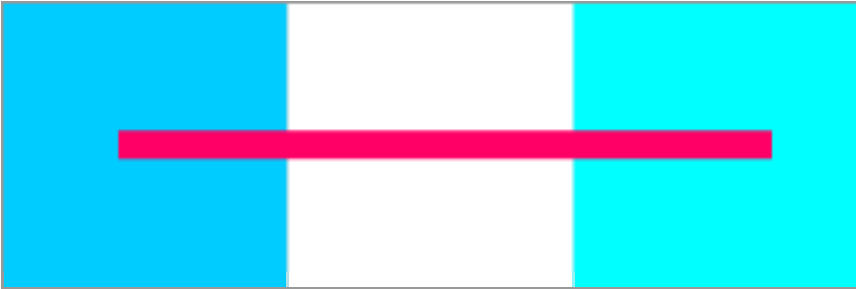
Black - R: 000 G: 000 B: 000 - 000000

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPE

Cobalt Blue - R: 051 G: 000 B: 255 - 3300FF

Hygienic • Refreshing



BACKGROUND SQUARES

Aqua - R: 000 G: 204 B: 255 - 00CCFF

White - R: 255 G: 255 B: 255 - FFFFFFFF

Cyan - R: 000 G: 255 B: 255 - 00FFFF

HORIZONTAL STRIPE

Cherry Red - R: 255 G: 000 B: 102 - FF0066

Inexpensive #1

(a bargain, a good buy for the money)



BACKGROUND SQUARES

Orange - R: 255 G: 102 B: 000 - FF6600

White - R: 255 G: 255 B: 255 - FFFFFFFF

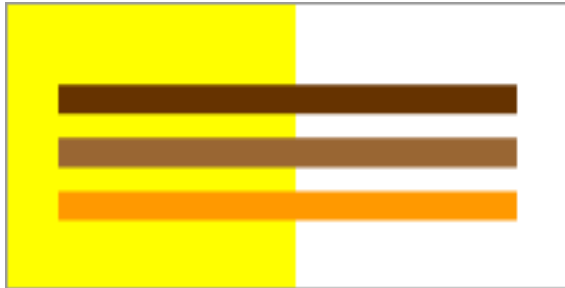
HORIZONTAL STRIPES

Russet Brown - R: 153 G: 051 B: 000 - 993300

Yellow Orange - R: 255 G: 153 B: 000 - FF9900

Inexpensive #2

(a bargain, a good buy for the money)



BACKGROUND SQUARE

Yellow - R: 255 G: 255 B: 000 - FFFF00

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Walnut Brown - R: 102 G: 051 B: 000 - 663300

Medium Light Brown - R: 153 G: 102 B: 051 - 996633

Yellow Orange - R: 255 G: 153 B: 000 - FF9900

Intelligent



BACKGROUND SQUARES

Medium Blue Gray - R: 051 G: 102 B: 153 - 336699

Dark Muted Blue - R: 000 G: 051 B: 102 - 003366

HORIZONTAL STRIPES

Light Blue Gray - R: 102 G: 153 B: 204 - 6699CC

White - R: 255 G: 255 B: 255 - FFFFFFFF

Intelligent • Creative



BACKGROUND SQUARE

Slate Gray - R: 051 G: 051 B: 102 - 333366

HORIZONTAL STRIPES

White - R: 255 G: 255 B: 255 - FFFFFFFF

Medium Gray (purple-based) - R: 102 G: 102 B: 153 - 666699

Joyous



BACKGROUND SQUARES

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Yellow Orange - R: 255 G: 153 B: 000 - FF9900

Bright Cherry Red - R: 255 G: 000 B: 051 - FF0033

Yellow - R: 255 G: 255 B: 000 - FFFF00

Magical • Passionate



BACKGROUND SQUARES

Bright Purple - R: 153 G: 000 B: 255 - 9900FF

Hot Red Purple - R: 204 G: 000 B: 255 - CC00FF

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPE

Cherry Red - R: 255 G: 000 B: 102 = FF0066

Masculine



BACKGROUND SQUARES

Bright Blue - R: 000 G: 000 B: 255 - 0000FF

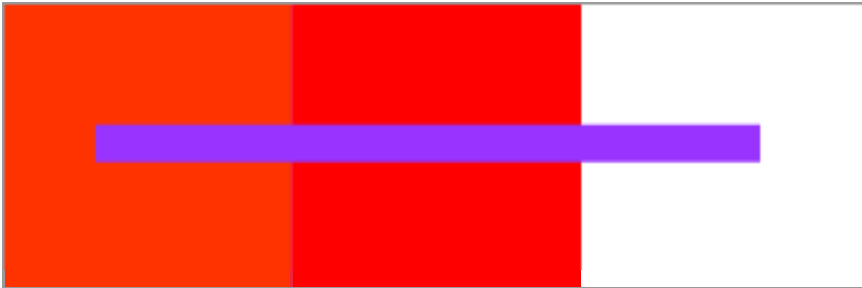
Deep Blue - R: 000 G: 000 B: 204 - 0000CC

HORIZONTAL STRIPES

Navy Blue - R: 000 G: 000 B: 153 - 000099

White - R: 255 G: 255 B: 255 - FFFFFFFF

Passionate • Intense



BACKGROUND SQUARES

Red-Orange - R: 255 G: 051 B: 000 - FF3300

Tomato Red - R: 255 G: 000 B: 000 - FF0000

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPE

Medium Bright Purple - R: 153 G: 051 B: 255 - 9933FF

Peaceful



BACKGROUND SQUARES

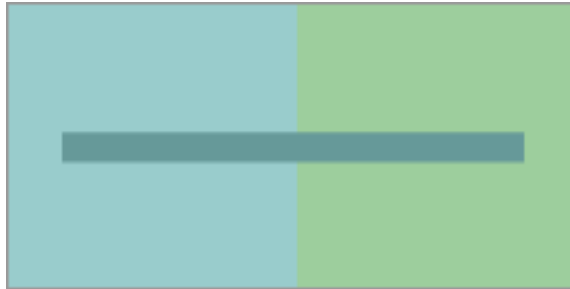
Light Blue Gray - R: 102 G: 153 B: 204 - 6699CC

Light Blue - R: 153 G: 204 B: 255 - 99CCFF

HORIZONTAL STRIPE

Medium Muted Blue - R: 051 G: 102 B: 204 - 3366CC

Peaceful • Soothing



BACKGROUND SQUARES

Light Gray Green - R: 153 G: 204 B: 204 - 99CCCC

Light Celery Green - R: 153 G: 204 B: 153 - 99CC99

HORIZONTAL STRIPE

Medium Light Gray Green - R: 102 G: 153 B: 153 - 669999

Powerful #1



BACKGROUND SQUARES

White - R: 255 G: 255 B: 255 - FFFFFFFF

Black- R: 000 G: 000 B: 000 - 000000

HORIZONTAL STRIPES

Medium Light Gray - R: 153 G: 153 B: 153 - 999999

Dark Grey - R: 051 G; 051 B; 051- 333333

Powerful #2



BACKGROUND SQUARES

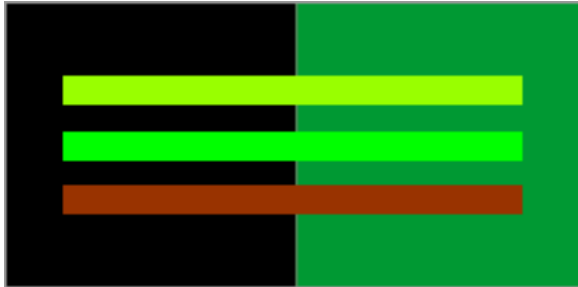
Black - R: 000 G: 000 B: 000 - 000000

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPE

Tomato Red - R: 255 G: 000 B: 000 - FF0000

Primal • Raw



BACKGROUND SQUARES

Black - R: 000 G: 000 B: 000 - 000000

Medium Light Forest Green - R: 000 G: 153 B: 051 - 009933

HORIZONTAL STRIPES

Bright Yellow Green #1 - R: 153 G: 255 B: 000 - 99FF00

Lime Green - R: 000 G: 255 B: 000 - 00FF00

Russet Brown - R: 153 G: 051 B: 000 - 993300

Professional #1



BACKGROUND SQUARES

Dark Navy Blue - R: 000 G: 000 B: 102 - 000066

White - R: 255 G: 255 B: 255 - FFFFFFFF

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

HORIZONTAL STRIPES

Deep Blue - R: 000 G: 000 B: 204 - 0000CC

Golden Yellow Brown - R: 153 G: 102 B: 000 - 996600

Muted Blue - R: 000 G: 051 B: 153 - 003399

Dark Red Brown - R: 102 G: 000 B: 000 - 660000

Dark Chocolate Brown - R: 051 G: 000 B: 000 - 330000

Professional #2



BACKGROUND SQUARES

Dark Green - R: 000 G: 051 B: 051-003333

Teal Green - R: 000 G: 102 B: 102 - 006666

White - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPES

Deep Burgundy Red - R: 102 G: 000 B: 051 - 660033

Medium Light Gray Green - R: 102 G: 153 B: 153 - 669999

Medium Brown - R: 102 G: 051 B: 051 - 663333

Sentimental • Romantic



BACKGROUND SQUARES

Muted Burgundy Red - R: 153 G: 051 B: 102 - 993366

Light Muted Burgundy Red - R: 204 G: 051 B: 153 - CC6699

HORIZONTAL STRIPES

Raspberry Pink - R: 255 G: 153 B: 204 - FF99CC

Muted Yellow Green - R: 153 G: 153 B: 102 - 999966

(Yellow Green is used for contrast with the primary symbolic colors)

Deep Burgundy Red - R: 102 G: 000 B: 051 - 660033

Spiritual



BACKGROUND SQUARES

Medium Light Yellow #2 - R: 255 G: 255 B: 204 - FFFF99

White - R: 255 G: 255 B: 255 - FFFFFFFF

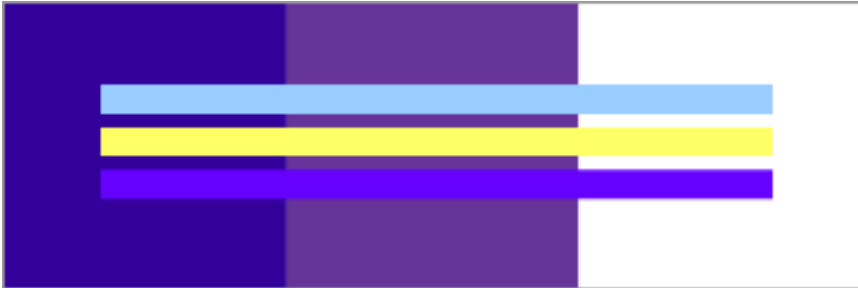
HORIZONTAL STRIPES

Yellow - R: 255 G: 255 B: 000 - FFFF00

Light Blue - R: 153 G: 204 B: 255 - 99CCFF

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

Spiritual • Mystical



BACKGROUND SQUARES

Dark Purple #2 - R: 051 G: 000 B: 153 - 330099

Muted Grape Purple - R: 102 G: 051 B: 153 - 663399

White - R: 255 G: 255 B: 255 - FFFFFFFF

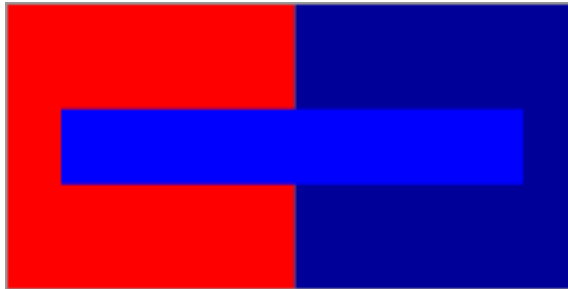
HORIZONTAL STRIPES

Light Blue - R: 153 G: 204 B: 255 - 99CCFF

Medium Light Yellow - R: 255 G: 255 B: 204 - FFFF99

Ultraviolet Purple - R: 102 G: 000 B: 255 - 6600FF

Strong



BACKGROUND SQUARES

Tomato Red - R: 255 G: 000 B: 000 - FF0000

Deep Blue - R: 000 G: 000 B: 204 - 0000CC

HORIZONTAL STRIPE

Bright Blue - R: 000 G: 000 B: 255 - 0000FF

Sweet



BACKGROUND SQUARES

Deep Pink - R: 255 G: 102 B: 153 - FF6699

Light Pink - R: 255 G: 153 B: 204 - FF99CC

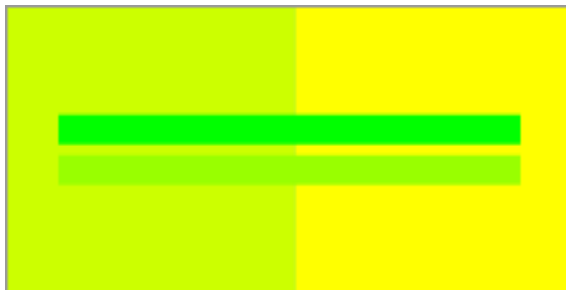
HORIZONTAL STRIPES

Cherry Red - R: 255 G: 000 B: 102 = FF0066

Green #2 - R: 000 G: 204 B: 102 - 00CC66

Light Green - R: 204 G: 255 B: 204 - CCFECC

Tangy • Tart



BACKGROUND SQUARES

Bright Chartreuse Yellow - R: 204 G: 255 B: 000 - CCFF00

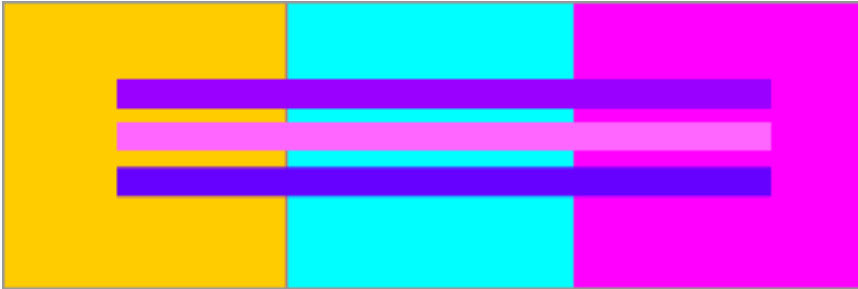
Yellow - R: 255 G: 255 B: 000 - FFFF00

HORIZONTAL STRIPES

Lime Green - R: 000 G: 255 B: 000 - 00FF00

Bright Yellow Green #1 - R: 153 G: 255 B: 000 - 99FF00

Tropical • Festive



BACKGROUND SQUARES

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

Cyan - R: 000 G: 255 B: 255 - 00FFFF

Fuchsia - R: 255 G: 000 B: 255 - FF00FF

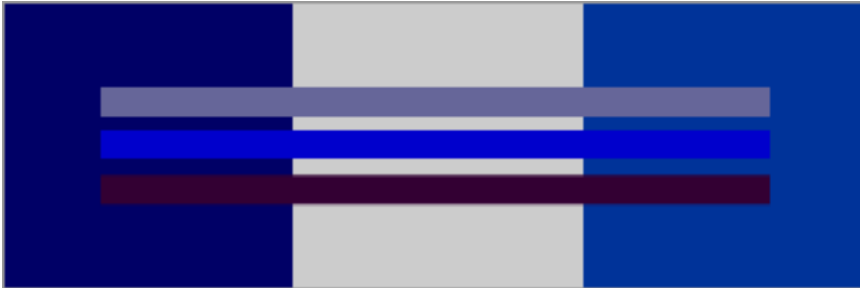
HORIZONTAL STRIPES

Bright Purple - R: 153 G: 000 B: 255 - 9900FF

Medium Light Magenta - R: 255 G: 102 B: 255 - FF66FF

Ultraviolet Purple - R: 102 G: 000 B: 255 - 6600FF

Trustworthy • Dignified



BACKGROUND SQUARES

Dark Navy Blue - R: 000 G: 000 B: 102 - 000066

Light Gray - R: 204 G: 204 B: 204 - CCCCCC

Medium Blue Gray - R: 051 G: 102 B: 153 - 336699

HORIZONTAL STRIPES

Medium Gray (purple-based) - R: 102 G: 102 B: 153 - 666699

Deep Blue - R: 000 G: 000 B: 204 - 0000CC

Dark Burgundy Purple - R: 051 G: 000 B: 051 - 330033

Whimsical



BACKGROUND SQUARES

Hot Pink - R: 255 G: 000 B: 204 - FF00CC

Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

Bright Purple - R: 153 G: 000 B: 255 - 9900FF

HORIZONTAL STRIPES

Lime Green - R: 000 G: 255 B: 000 - 00FF00

Tomato Red - R: 255 G: 000 B: 000 - FF0000

About the author

Jill Morton is a color consultant whose clientele include industry giants Nokia and Kodak. She holds a Masters degree in the Fine Arts and has served as faculty at the University of Hawaii, Chaminade University and Matsuda Technology Center.

Ms. Morton is a resident of Hawaii, the crossroads between East and West. This multi-cultural environment has been an ongoing source of information about color symbolism. The colorful natural landscape of the Hawaiian Islands has also served as a reference for the color associations and harmonies found in nature.

The most significant data has come from her web-based research. Since 1995, more than 3,000 responses and 60,000 entries have been received from the Global Color Survey, located at her educational web site, [Color Matters](#).

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