



DiscoverPresenting



Colour affects our mood, attitude and even behaviours, whether we are aware of it or not. Colours have both naturally associated meanings (yellow = happiness) and culturally associated meanings (white in western cultures means purity and is worn by brides, whereas it's worn to funerals in some Asian cultures).

Colour in Western Society

In Western mainstream culture, the following qualities are associated with colour:

Red	Excitement, strength, sex, passion, speed, danger
Blue	Trust, reliability, belonging, coolness
Yellow	Warmth, sunshine, cheer, happiness
Orange	Playfulness, warmth, vibrant
Green	Nature, fresh, cool, growth, abundance
Purple	Royal, spirituality, dignity
Pink	Soft, sweet, nurture, security
White	Pure, virginal, clean, youthful, mild
Black	Sophistication, elegant, seductive, mystery
Gold	Prestige, expensive
Silver	Prestige, cold, scientific