

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>		

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

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Pink	Feminine	Marriage ³ East India: Feminine Japan: Popular with Both Genders Korea: Trust		South Africa (Zulu): Poverty			
White	Marriage, Peace, Purity, Hospitals, Holiness Italy: Death and Funerals (White Chrysanthemum)	Funerals ³ , Coldness, Sterility ² China: Death, Mourning ³ , Age, Misfortune India: Unhappiness ³ , Death ⁵ , Rebirth Japan: Mourning (White Carnation)		Ethiopia: Illness, Purity ¹ Nigeria: Good Luck, Peace ¹ South Africa (Zulu): Goodness ¹ Zambia: Goodness, Cleanliness, Good Luck	Egypt: Status ¹ Iran: Holiness, Peace ¹	New Guinea: Prosperity ¹	
Grey	Poverty, Plainness					Papua New Guinea: Mourning ¹	
Black	Funerals, Death, Mourning, Formality, Rebellion	China: Color for Young Boys, Trust, High Quality Thailand: Bad Luck, Unhappiness, Evil Tibet: Evil	Peru: Mourning, Favored Color for Male Clothing ¹	Ethiopia: Impure, Unpleasant ¹ Nigeria: Ominous	Egypt: Rebirth ¹ Iran: Mourning	New Zealand: Patriotic National Color ¹ Australia (Aboriginals): Color of the People	
Brown	Earthy, Healthy ³ , Poverty United States: Often a Greatly Successful Color for Food Packaging	India: Mourning ⁴ Colombia: Discourages	Colombia: Discourages Sales ⁴ Nicaragua: Disapproval ⁴		Australia (Aboriginals): Color of the Land ³		
Silver	Money, Stylish						
Gold							Money, Success, High Quality

References:

1. Vanka PhD, Surya. *International Color Guide*, Tektronix/Xerox.
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