

color symbology, roses are red violets are blue

RED

ACTION • CONFIDENCE • COURAGE • VITALITY

A stimulant, red is the hottest of the warm colors. Studies show that red can have a physical effect, increasing the rate of respiration and raising blood pressure. The expression seeing red indicates anger and may stem not only from the stimulus of the color but from the natural flush (redness) of the cheeks, a physical reaction to anger, increased blood pressure, or physical exertion. Red is the color of blood, and as such has strong symbolism of life and vitality. It brings focus to the essence of life and living with emphasis on survival. Red is also the color of passion and lust.

Red is the color most chosen by extroverts and one of the top picks of males. Red is power, hence the red power tie for business people and the red carpet for celebrities and VIPs. Flashing red lights denote danger or emergency. Stop signs and stop lights are red to get the drivers' attention and alert them to the dangers of the intersection.

In some cultures such as China, red denotes purity, joy, and celebration and is the color of happiness and prosperity; it may also be used to attract good luck.

BLUE

YOUTH • SPIRITUALITY • TRUTH • PEACE • DISTANCE

Blue is calming, the coolest color - the color of the sky, ocean, sleep, twilight. The ancient Egyptians used lapis lazuli to represent heaven. A pure blue is the color of inspiration, sincerity and spirituality. Blue is often the chosen color by conservative people. Dark blue is the color of truth and moderation.

Blue gives a feeling of distance. Artists use it to show perspective. This is a good way to understand the energy of the color blue - it allows us to look beyond and increase our perspective outward. It contains a cool vibration that is helpful to communication. Using blue to relax will encourage feelings of communication and peace.

GREEN

LIFE • NATURE • FERTILITY • GROWTH • WELL-BEING

Green is the most restful color. It symbolizes self-respect and well being; it's the color of balance. It also means learning, growth and harmony. Green is a safe color, if you don't know what color to use anywhere use green.

Green is favored by well balanced people; it symbolizes the master healer and the life force. It was believed green was healing for the eyes which is why Egyptians wore green eyeliner. Green contains the powerful energies of

nature, growth, and the desire to expand or increase balance; a sense of order, change and transformation is necessary for growth. The ability to sustain changes is also a part of the energy of green.

BROWN

EARTH • ORDER • DEPENDABILITY • CONVENTION

People who prefer brown are often conventional and orderly. The negative meaning of brown can be a repressed personality or a lazy person. Brown is the color of the earth and is associated with the material side of life.

Brown can mix into many surroundings. It is a mixture of red, blue and yellow and has many shades and tones - each producing a different effect. Brown can be a stabilizing color. The red in brown gives it practical energy while the yellow and blue add mental focus energies. Too much brown can make a dull effect. Brown gives a feeling of solidity, and allows one to stay in the background, unnoticed. Some shades of brown create a warm, comfortable feeling of wholesomeness, naturalness and dependability.

PURPLE

MAGIC • MYSTERY • INSPIRATION • IMAGINATION

Purple is the color of good judgment and is the color of people seeking spiritual fulfillment. It is said if you surround yourself with purple you will have peace of mind. Purple has been used to symbolize magic and mystery, as well as royalty. Being the combination of red and blue, the warmest and coolest colors, purple is believed to be the ideal color. Most children love the color purple. Purple is the color most favored by artists.

YELLOW

WISDOM • JOY • HAPPINESS • INTELLECTUAL ENERGY

Like the energy of a bright sunny day, yellow brings clarity and awareness. The shade of yellow determines its effect: Orange-yellow imparts a sense of establishment. Clean light yellow clears the mind, making it active and alert which is why the high visibility of bright yellow, it is often used for hazard signs and some emergency vehicles.

For years, yellow ribbons were worn as a sign of hope as women waited from their men to come marching home from war. Today, they are still used to welcome home loved ones. Its use for hazard signs creates an association between yellow and danger, although not quite as dangerous as red.

In other cultures; Yellow is the color of mourning in Egypt, actors of the Middle Ages wore yellow to signify the dead. Yet yellow has also represented courage (Japan), merchants (India), and peace.

ORANGE

ENDURANCE • VITALITY • PLAY • CREATIVITY

Orange is considered both a power and a healing color; it also stimulates enthusiasm and creativity. Orange means vitality with endurance. People who like orange are usually thoughtful and sincere. While red is associated with fiery heat, orange is associated with the benign warmth of the sun. A dynamic color, orange offers a more thoughtful control than explosive red. Curiosity is a driving characteristic of orange, and with it comes exploration of new things.

Flamboyant and Energetic: Orange is vibrant. It's a combination of red and yellow so it shares some common attributes with those colors. It denotes energy, warmth, and the sun. But orange has a bit less intensity or aggression than red, calmed by the cheerfulness of yellow.

As a warm color orange is a stimulant — stimulating the emotions and even the appetite. It represents the changing seasons so in that sense it is a color on the edge, the color of change between the heat of summer and the cool of winter. Because orange is also a citrus color, it is a symbol of good health.

BLACK

EARTH • STABILITY • DEATH

Black is not a color, strictly speaking. It is the absence of all color. Black, and its opposite white, represent polarities. Black absorbs all aspects of light. While white reveals, black conceals. It has come to mean hidden, fearful or bad experience. It is linked to the unknown or the unseen. In times of fear and uncertainty black contains the energy of the threatening unknown. In a positive state, black is seen as a restful emptiness into which anything may emerge and disappear once again. It is also mysterious, providing a sense of potential and possibility.

Culture of Black: In most Western countries black is the color of mourning. Among young people, black is often seen as a color of rebellion. Black is both positive and negative. It is the color for little boys in China. In early Westerns the good guy wore white while the bad guy wore black. But later on good guys wore black to lend an air of mystery to them. A black tie dinner is very formal and elegant. Women can wear that “must have little black dress” to the black tie dinner. Black symbolizes death in some cultures. Native Americans thought black was good because it was the color of soil, which gives life.

Considered the negation of color, black is conservative, goes well with almost any color except the very dark. It can be serious and conventional but it can also be mysterious, sexy, and sophisticated.