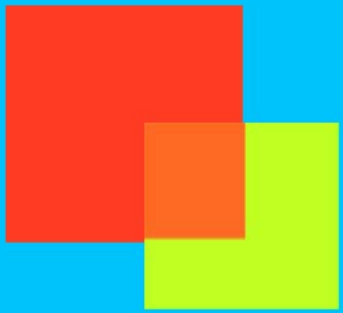

Color Voodoo #3

50 Symbolic Color Schemes

Jill Morton

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PDF document published in 1998 by COLORCOM®

ISBN 0-9679080-1-9

for Rey

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ABOUT THIS PDF

How to Use Acrobat

Computer Colors

About the Color Illustrations

About Printing

How to use Adobe Reader

Welcome to this electronic publication!

Adobe Reader, formerly known as Acrobat, gives you exceptional control in accessing the information in this book. The following tips are provided to assist you.

Viewing Options

Control the viewing size of the pages in this publication by selecting any one of the options under **View** on the menu bar or any of the page buttons on the command bar. Options include full magnification, fit the page in window, fit the visible width of the page in window, and other selections.

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 and Bookmarks

1. Click on the "Bookmarks" tab at the upper left area of the window that displays this publication. It will open the bookmarks (a hyperlinked version of the "Table of Contents"). Click on any item to link directly to the page.

2. Use the triangular pointers and arrow buttons on the command bar (or at the bottom of the page) to view the next page, the last page or the previous page. You can also return to "the previous view" or go to the first or last page. The menu bar can also be used for navigation. Choose **View**>Go to> Next Page or any of the options listed. In Acrobat 5.0 choose **Document** > Next Page

How to Find Things

Click the find tool (binoculars) on the command bar, or choose **Edit** >Search (or Find) on the menu bar. A dialog box will appear. Enter the text to be found. When the program finds the text, the page containing the text is displayed with the text highlighted. To find more occurrences of the text, select "Search/Find Again" in the same dialog box.

Computer Colors

This publication was designed for electronic distribution and computer viewing. The layout, fonts and colors were chosen for this environment. Every effort has been made to reproduce colors accurately. All illustrations were prepared on a system with full gamma correction and color synchronization.

Note!

Colors may vary on different computer systems. 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.

Anti-glare screens will cause color distortions.

16 - 24 bit color, a high quality monitor and fully corrected gamma deliver the best results.

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. Note: Printing this publication will consume a large quantity of ink!

OTHER PRINTING ISSUES

Printing PDFs is an easy task on inkjet and all true postscript laser printers. However, some laser printers "emulate postscript" and may need a firmware or software upgrade from the vendor. Although this is not a common problem, these printers may not support the CID font format of PDFs.

INTRODUCTION

About Color Symbolism

About Global Color Symbolism

About Color Harmony

Design Applications
&
Color Variables

How to read the layouts

About the color formulas

About the terms used

About Color Symbolism

Color sends a subliminal message, one which plays a critical role in success or failure. Red means "stop" and green means "go." Traffic lights send this universal message. When colors are combined, they take on new meanings. For example, red and green are the colors of Christmas in western culture. They are also the colors of the flags of Iran, Algeria and Mexico. Consequently color combinations may cause reactions that may be more powerful than individual colors. Furthermore, a color combination may have multiple meanings globally or within a specific culture.

Likewise, symbolic terms such as "powerful" may be represented by many color combinations. Powerful laundry detergent may be packaged in bright blue and orange; the logo of a powerful telecommunication business may be red, white and black.

In summary, the color combinations in this publication do not preclude their usage for other purposes. Furthermore, symbolic terms may be communicated by many other color combinations.

The symbolic color combinations in this publication are the result of years of research and data gathered from "The Global Color Survey" database at the Color Matters web site - http://express.colorcom.com/colorsurvey/

About Global Color Symbolism

In an effort to deliver the most concise information possible, the information about color symbolism in this publication is based primarily on global generalizations about color meanings. As such, it may be considered to be a "transcultural" approach.

However, it is important to note that different cultures attach unique meanings to individual colors as well as color combinations. Nationalist and religious factors influence color perceptions, in spite of exposure to Western (American) imagery on the Web, in movies, and television. For example, red and green - the colors of Christmas in Western culture - are the colors of the flags of Iran and Oman. Therefore, this color combination takes on a much different meaning in these nations.

Timeless Cross-Cultural Symbolism?

Nature provides a starting point for universal color symbolism. Natural references, such as fire and water, play a powerful role in the symbolic meaning of colors and color combinations in all cultures. This symbolism can be considered timeless and cross-cultural. Consequently, natural references are determining factors in the color meaning of many of the color combinations in this publication.

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 - pleasant combinations of colors - that successfully communicate symbolic meanings.

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 sugary without the green accent. In other words, the cool color balances and relieves the excess. Consequently, the color scheme is more powerful with the contrast.

Design Applications & Color Variables

The color information and illustrations in this publication provide departure points for developing successful color schemes for all areas of design - logos, business cards, products, packaging, web sites, clothing, architecture and interiors. 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 (such as CMYK) 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

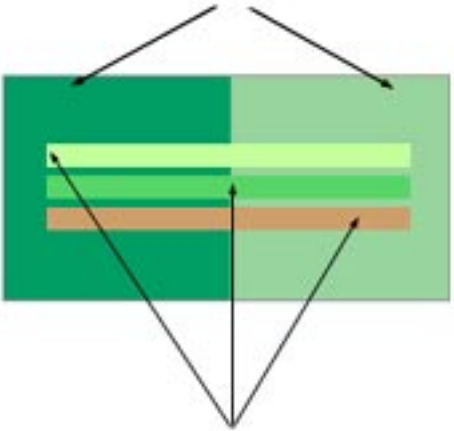
The color swatches may be used as a departure point for interior or exterior color schemes. Caution should be used in paint and wall covering selections. The colors of the swatches in this publication will be quite different when applied to large interior or exterior surfaces. Muted colors will be much 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 textile and other materials.

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

About the terms used

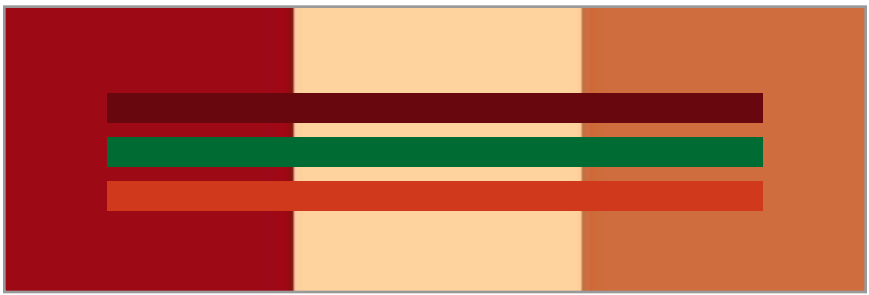
The English language does not support a wide range of color terms beyond the names of basic hues, such as “red” and “blue.” In addition to the basic color names, colors may also be described by references to naturally occurring objects, such as “burgundy” or “lime.” Designer color terms such as “Antique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



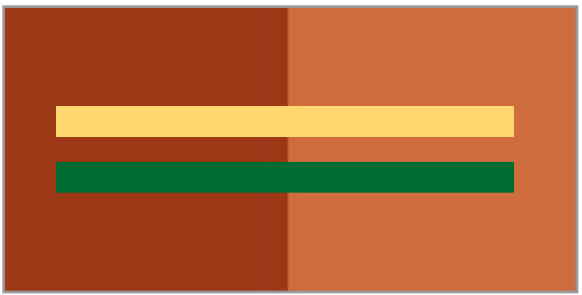
BACKGROUND SQUARES

Red Brown - R: 153 G: 000 B: 000 - 990000
Light Orange - R: 255 G: 204 B: 153 - FFCC99
Golden Brown - R: 204 G: 102 B: 051 -CC6633

HORIZONTAL STRIPES

Dark Red Brown - R: 102 G: 000 B: 000 - 660000
Dark Forest Green - R: 000 G: 102 B: 051 - 006633
Orange Brown - R: 204 G: 051 B: 000 - CC3300

Appetizing • Tasty #2



BACKGROUND SQUARES

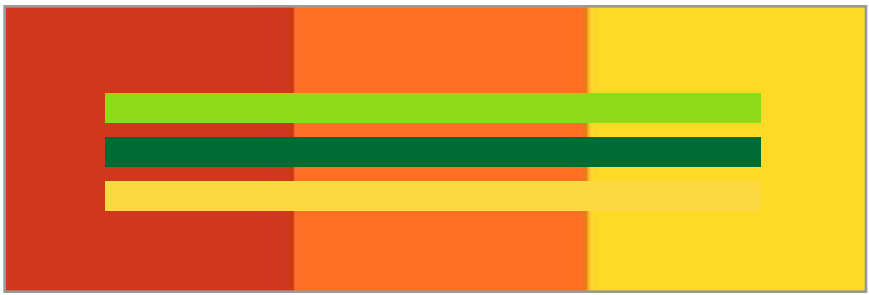
Medium Golden Brown #2 - R: 153 G: 051 B: 000 - 993300
Golden Brown - R: 204 G: 102 B: 051 -CC6633

HORIZONTAL STRIPES

Light Yellow Orange - R: 255 G: 204 B: 102 - FFCC66
Dark Forest Green - R: 000 G: 102 B: 051 - 006633

Appetizing • Tasty #3

(fruity, vegetable, healthy)



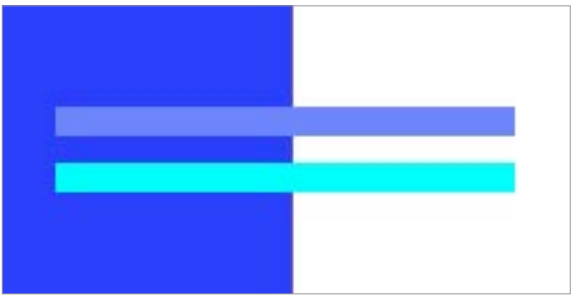
BACKGROUND SQUARES

Dark Orange - R: 204 G: 051 B: 000- CC3300
Orange - R: 255 G: 102 B: 000 - FF6600
Golden Yellow - R: 255 G: 204 B: 000 - FFCC00

HORIZONTAL STRIPES

Lime Green - R: 153 G: 204 B: 000 - 99CC00
Dark Forest Green - R: 000 G: 102 B: 051 - 006633
Light Golden Yellow - R: 255 G: 204 B: 051 - FFCC33

Clean • Pure



BACKGROUND SQUARES

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

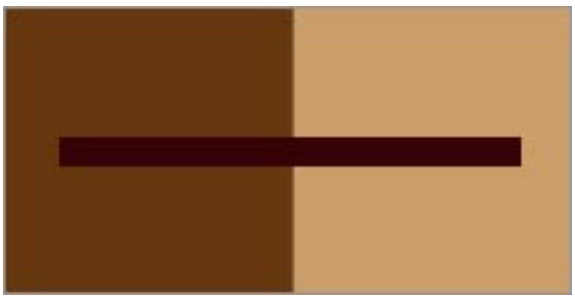
White - R: 255 G: 255 B: 255 - FFFFFF

HORIZONTAL STRIPES

Light Blue - R: 102 G: 153 B: 255 - 6699FF

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

Comfortable • Dependable



BACKGROUND SQUARES

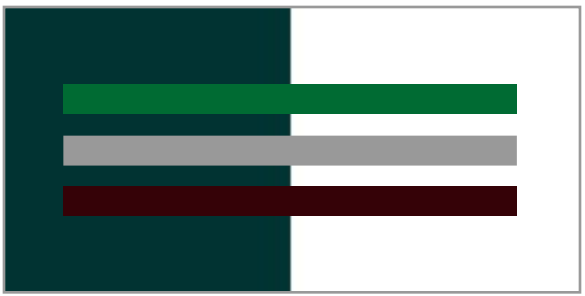
Walnut Brown - R: 102 G: 051 B: 000 - 663300

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 - FFFFFF

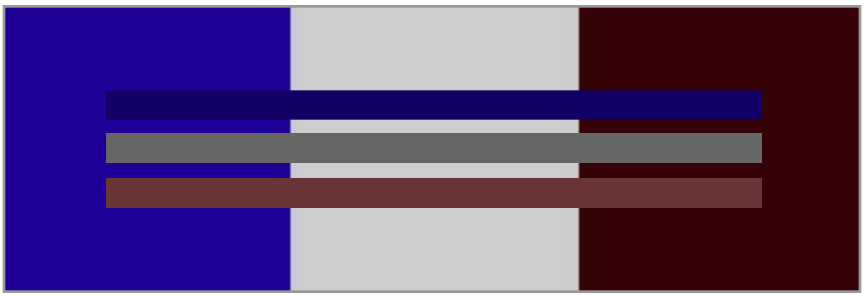
HORIZONTAL STRIPES

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

Medium Light Grey - 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 Grey - 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
Light Grey - R: 102 G: 102 B: 102 - 666666
Medium Brown - R: 102 G: 051 B: 051 - 663333

Dynamic • Electric

BACKGROUND SQUARES

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

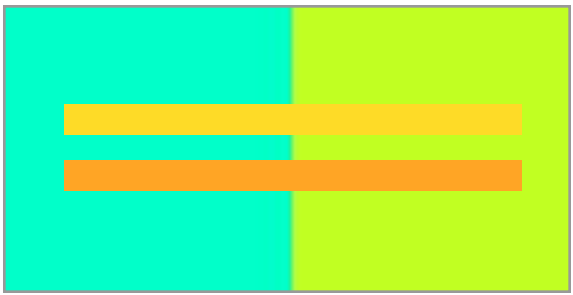
Bright Raspberry Pink - R: 255 G: 000 B: 153 - FF0099

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

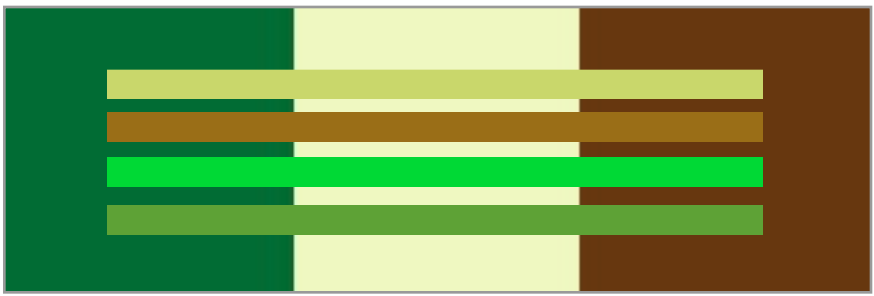
Bright Chartreuse Yellow - R: 204 G: 255 B: 000 - CCFF00

HORIZONTAL STRIPES

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

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

Earthy • Ecological • Natural



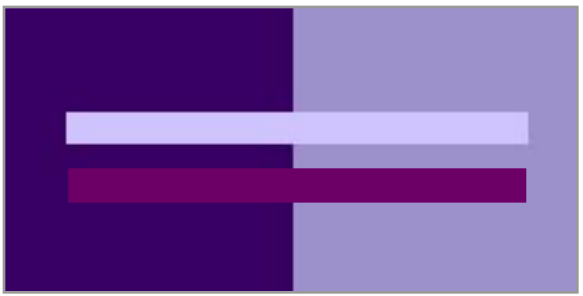
BACKGROUND SQUARES

Dark Forest Green - R: 000 G: 102 B: 051 - 006633
Light Yellow - R: 255 G: 255 B: 204 - FFFFCC
Walnut Brown - R: 102 G: 051 B: 000 - 663300

HORIZONTAL STRIPES

Light Muted Yellow Green #2 - R: 204 G: 204 B: 102 - CCCC66
Golden Yellow Brown - R: 153 G: 102 B: 000 - 996600
Grass Green - R: 000 G: 204 B: 051 - 00CC33
Medium Light Muted Green - R: 102 G: 153 B: 051 - 669933

Elegant • Aristocratic



BACKGROUND SQUARES

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

Light Grey 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 - FFFFFF

HORIZONTAL STRIPE

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

Extraterrestrial

BACKGROUND SQUARE

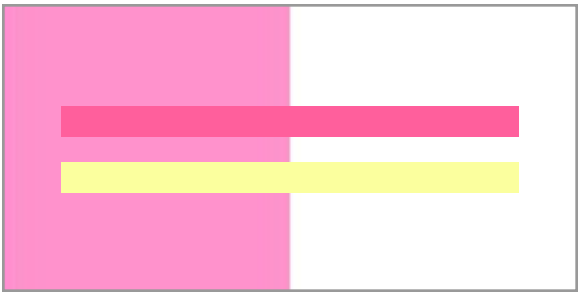
Black - R: 000 G: 000 B: 000 - 000000

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 - FFFFFF

HORIZONTAL STRIPES

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

Medium Light Yellow - R: 255 G: 255 B: 153 - FFFF99

Feminine (contemporary)

BACKGROUND SQUARES

Deep Plum Red - R: 153 G: 000 B: 102 - 990066
White - R: 255 G: 255 B: 255 - FFFFFF

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

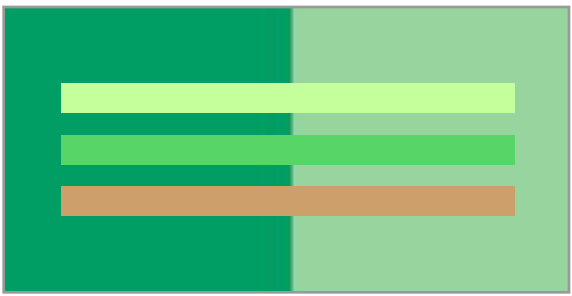
BACKGROUND SQUARES

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

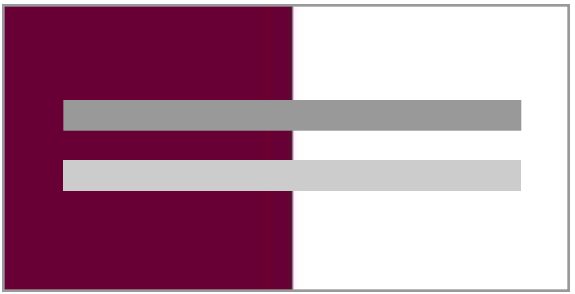
Light Orange - R: 255 G: 204 B: 153 - FFCC99

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

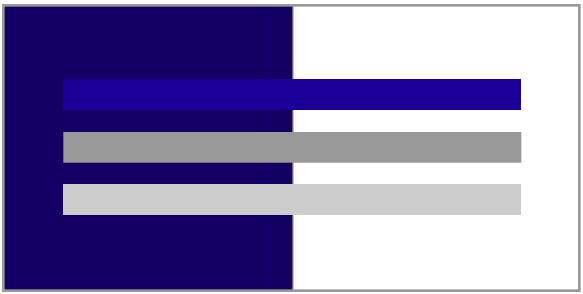
White - R: 255 G: 255 B: 255 - FFFFFF

HORIZONTAL STRIPES

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

Light Grey - 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 - FFFFFF

HORIZONTAL STRIPES

Navy Blue - R: 000 G: 000 B: 153 - 000099
Medium Light Grey - R: 153 G: 153 B: 153 - 999999
Light Grey - R: 204 G: 204 B: 204 - CCCCCC

High Tech

BACKGROUND SQUARE

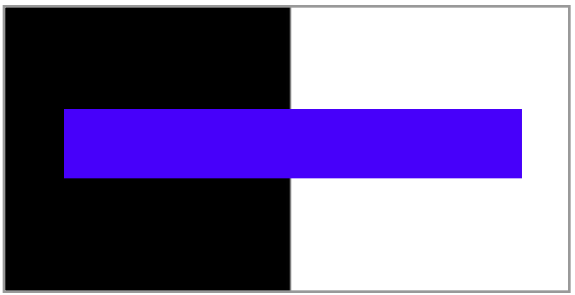
Black - R: 000 G: 000 B: 000 - 000000

HORIZONTAL STRIPE

Silver - a gradient fill based on:

Medium Light Grey - R: 153 G: 153 B: 153 - 999999
Light Grey - R: 204 G: 204 B: 204 - CCCCCC
White - R: 255 G: 255 B: 255 - FFFFFF

High Tech • Powerful



BACKGROUND SQUARES

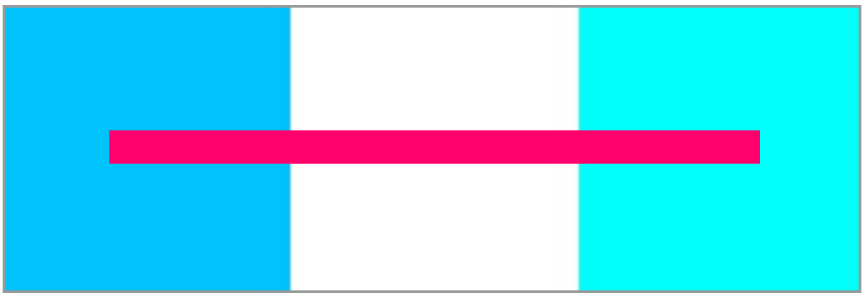
Black - R: 000 G: 000 B: 000 - 000000

White - R: 255 G: 255 B: 255 - FFFFFF

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 - FFFFFF

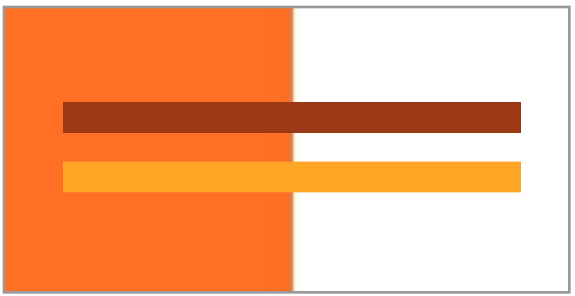
Cyan - R: 000 G: 255 B: 255 - 00FFFF

HORIZONTAL STRIPE

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

Inexpensive #1

(a bargain, a good buy for the money)



BACKGROUND SQUARES

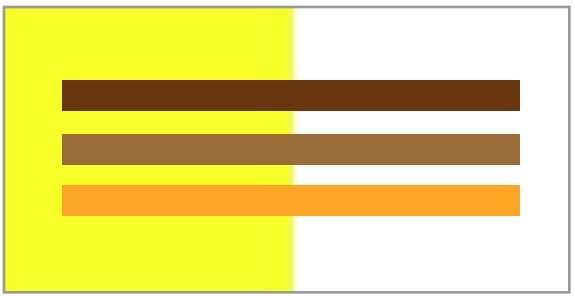
Orange - R: 255 G: 102 B: 000 - FF6600
White - R: 255 G: 255 B: 255 - FFFFFF

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 - FFFFFF

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 Grey - R: 051 G: 102 B: 153 - 336699

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

HORIZONTAL STRIPES

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

White - R: 255 G: 255 B: 255 - FFFFFF

BACKGROUND SQUARE

Dark Muted Purple - R: 051 G: 051 B: 102 - 333366

HORIZONTAL STRIPES

White - R: 255 G: 255 B: 255 - FFFFFF

Light Purple Grey - 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 - FFFFFF

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

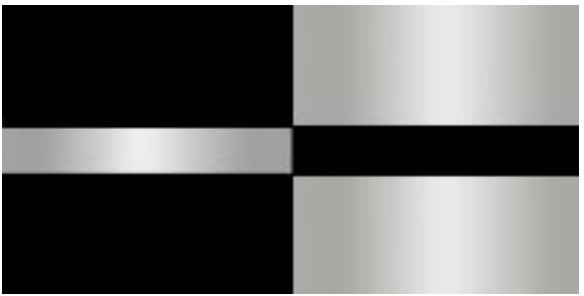
Luxurious • Valuable #1

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

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

Luxurious • Valuable #2



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

Silver - a gradient fill based on:

Medium Light Grey - R: 153 G: 153 B: 153 - 999999
Light Grey - R: 204 G: 204 B: 204 - CCCCCC
White - R: 255 G: 255 B: 255 - FFFFFF

Luxurious #3

BACKGROUND SQUARE

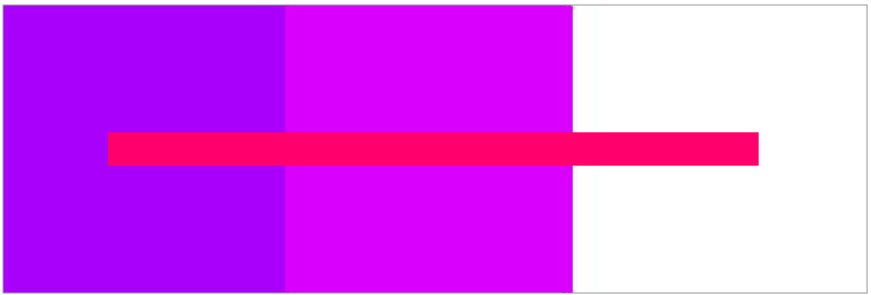
Dark Burgundy Purple - R: 051 G: 000 B: 051 - 330033

HORIZONTAL STRIPES

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

Muted Purple - R: 076 G: 000 B: 076 - 4C004C

Magical • Passionate



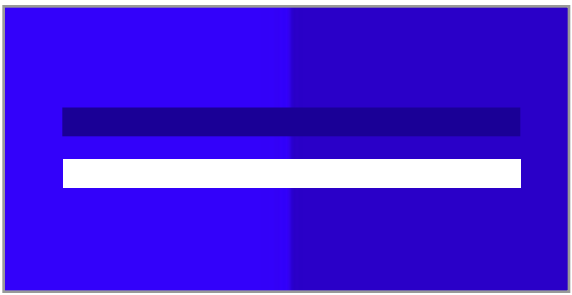
BACKGROUND SQUARES

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 - FFFFFF

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 - FFFFFF

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 - FFFFFF

HORIZONTAL STRIPE

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

Peaceful

BACKGROUND SQUARES

Light Blue Grey - 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 Grey Green - R: 153 G: 204 B: 204 - 99CCCC

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

HORIZONTAL STRIPE

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

Powerful #1

BACKGROUND SQUARES

White - R: 255 G: 255 B: 255 - FFFFFF

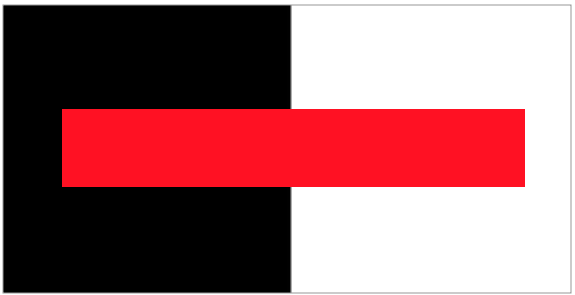
Black- R: 000 G: 000 B: 000 - 000000

HORIZONTAL STRIPES

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

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

Powerful #2



BACKGROUND SQUARES

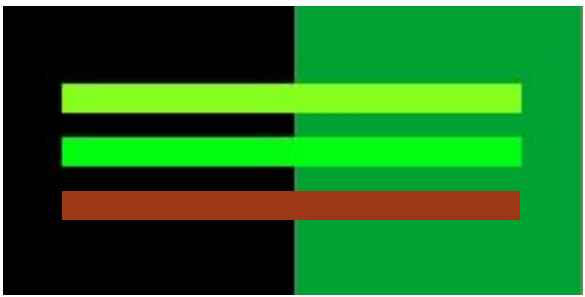
Black - R: 000 G: 000 B: 000 - 000000

White - R: 255 G: 255 B: 255 - FFFFFF

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

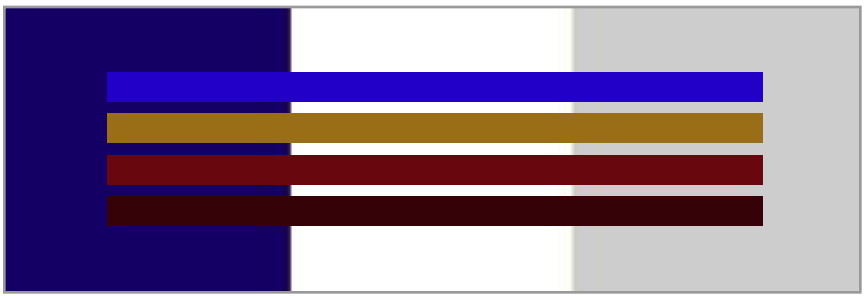
HORIZONTAL STRIPES

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 - FFFFFF
Light Grey - 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
Dark Red Brown - R: 102 G: 000 B: 000 - 660000
Dark Chocolate Brown - R: 051 G: 000 B: 000 - 330000

Professional #2

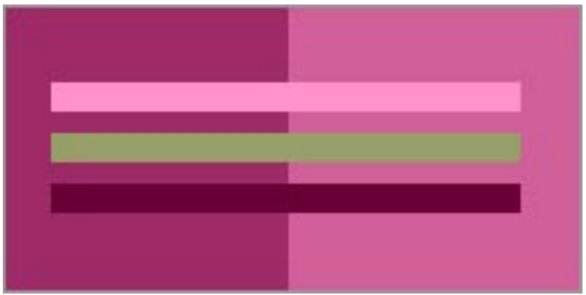
BACKGROUND SQUARES

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 - FFFFFF

HORIZONTAL STRIPES

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

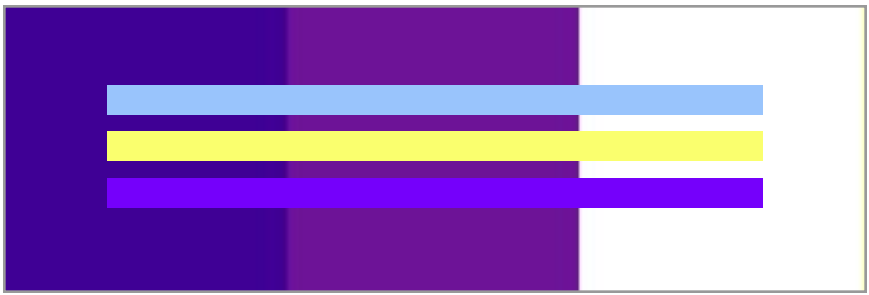
White - R: 255 G: 255 B: 255 - FFFFFF

HORIZONTAL STRIPES

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

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

Spiritual • Mystical



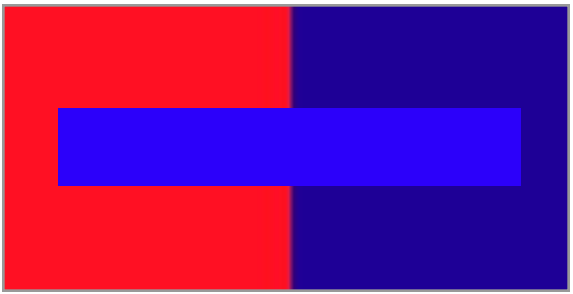
BACKGROUND SQUARES

Dark Blue-Purple - R: 051 G: 000 B: 153 - 330099
Muted Grape Purple - R: 102 G: 051 B: 153 - 663399
White - R: 255 G: 255 B: 255 - FFFFFF

HORIZONTAL STRIPES

Light Blue - R: 153 G: 204 B: 255 - 99CCFF
Medium Light Yellow - R: 255 G: 255 B: 102 - FFFF66
Ultraviolet Purple - R: 102 G: 000 B: 255 - 6600FF

Strong



BACKGROUND SQUARES

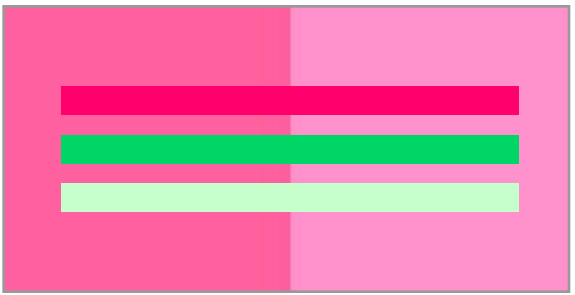
Tomato Red - R: 255 G: 000 B: 000 - FF0000

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

HORIZONTAL STRIPE

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

Sweet



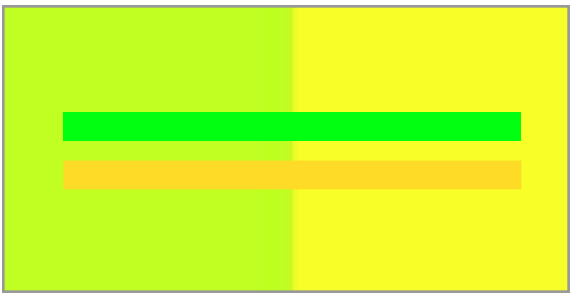
BACKGROUND SQUARES

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 - CCFFCC

Tangy • Tart



BACKGROUND SQUARES

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

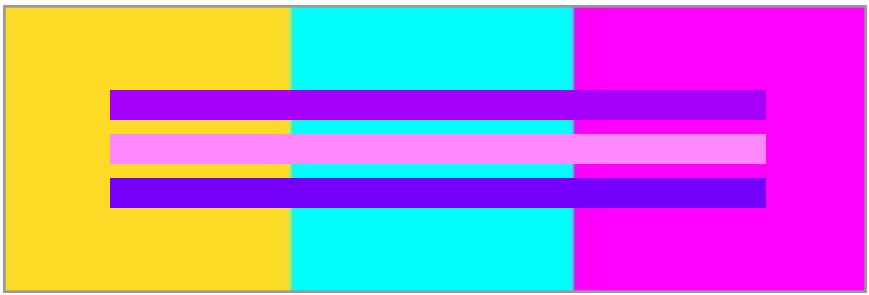
Yellow - R: 255 G: 255 B: 000 - FFFF00

HORIZONTAL STRIPES

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

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

Tropical • Festive



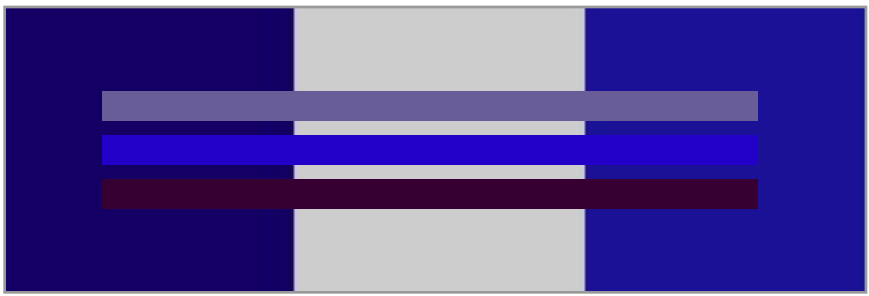
BACKGROUND SQUARES

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
Pink - R: 255 G: 153 B: 255 - FF99FF
Blue Purple - R: 102 G: 000 B: 255 - 6600FF

Trustworthy • Dignified



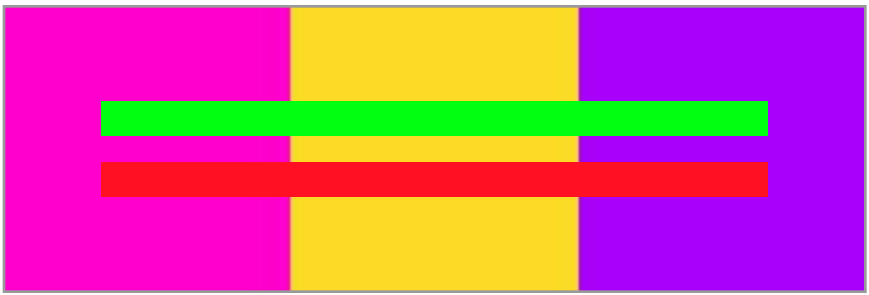
BACKGROUND SQUARES

Dark Navy Blue - R: 000 G: 000 B: 102 - 000066
Light Grey - R: 204 G: 204 B: 204 - CCCCCC
Muted Blue - R: 051 G: 102 B: 153 - 336699

HORIZONTAL STRIPES

Light Grey (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

APPENDIX

ABOUT THE AUTHOR

PUBLICATIONS FROM COLORCOM AND COLOR VOODOO

About the author

Jill Morton is one of the foremost color experts and researchers in the world today. She holds the highest academic credentials – a Masters Degree in Art – and has served as faculty at several universities.

In her primary work as a color consultant, she brings the utmost level of technical and professional knowledge about color to a wide range of projects. Psychological color impact, innovative color combinations, attractive color harmonies, visual ergonomics and marketing trends are the critical factors she addresses in prescribing successful solutions for her global clients. Her portfolio includes projects for Nokia, Dow Chemical and Eastman Kodak as well as many others in almost every industry sector.

Ms. Morton's opinions and research have been quoted and featured in major publications such as Fortune, USA Today, American Demographics, The Chicago Tribune, and House and Garden.

As director of the International Color Research Institute, she manages the demographic data in the Global Color Database, a one-of-a-kind compilation of information about color preferences and associations gathered from over 60,000 people worldwide, since 1997.

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PUBLICATIONS FROM COLORCOM

“A Guide to Color Symbolism”
(Color Voodoo #1)

“Global Color: Clues and Taboos”
(Color Voodoo #2)

“50 Symbolic Color Schemes”
(Color Voodoo #3)

“Color Logic”
(Color Voodoo #4)

“Color Logic for Web Site Design”
(Color Voodoo #5)

“Color Voodoo for the Office”
(Color Voodoo #6)

“Color Voodoo for E-Commerce”
(Color Voodoo #7)

“Color Logic for PowerPoint®”
(Color Voodoo #8)

“Colors that Sell: Tried and Tested Color Schemes”
(Color Voodoo #9)

Bookstores and purchasing information can be found at:
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Colorcom - http://www.colorcom.com