

Table 4.2 Cultural Meanings of Colors

Color	Meaning for Different Cultures
Red	China: Good luck, prosperity, happiness, marriage Japan: Anger, danger Middle East: Purity, life Egypt: Death South Africa: Mourning United States and Western Europe: Danger, anger, stop
Blue	China: Immortality, heavens, depth, cleanliness Japan: Villainy India: Color of Krishna United States and Western Europe: Masculinity, calm, authority, peace
Yellow	East Asia: Sacred, imperial, royalty, honor Middle East: Happiness, prosperity India: Religious color (celebration), success Egypt: Mourning United States and Western Europe: Caution, cowardice
Green	Asia: Family, harmony, health, peace, life, youth, energy, growth Muslim countries: Religious color, fertility, strength Ireland: National color United States and Western Europe: Safe, go
White	Asia: Mourning, death, purity Middle East: Mourning, purity India: Death, purity United States and Western Europe: Purity, virtue
Black	Asia: Evil influences, knowledge, mourning Middle East: Mystery, evil United States and Western Europe: Mourning, elegance (black dress and tuxedo), death, evil
Brown	India: Mourning
Purple	Thailand: Mourning Catholics: Death Asia: Wealth, glamour Western Europe: Royalty
Orange	Ireland: Religious significance China: Light and warmth United States: Inexpensive goods

Source: Aykin & Milewski (2005, p. 47).