

Color Meaning

	Red symbolizes: action, confidence, courage, vitality
	Pink symbolizes: love, beauty
	Purple symbolizes: Royalty, magic, mystery
	Brown symbolizes: earth, order, convention
	Orange symbolizes: vitality with endurance
	Gold symbolizes: Wealth, prosperity, wisdom
	Yellow symbolizes: wisdom, joy, happiness, intellectual energy
	Blue symbolizes: youth, spirituality, truth, peace
	Green symbolizes: life, nature, fertility, well being
	Indigo symbolizes: intuition, meditation, deep contemplation
	White symbolizes: Purity, Cleanliness
	Gray symbolizes: Sorrow, security, maturity
	Black symbolizes: Death, earth, stability

Color affects our perception of a document and can therefore be used to help express meaning or subtly direct viewers understand of content. If you are going to use color in your documents, you should be aware of how they will affect the message.

Reference web sites to help you understand color meaning

https://sibagraphics.com/utilities/the-meaning-of-colours/ http://www.color-wheel-pro.com/color-meaning.html