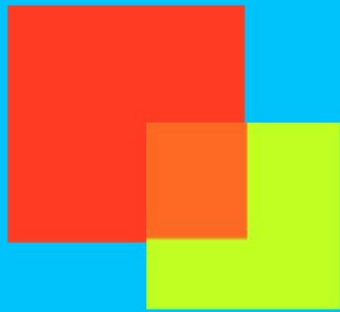


Color Voodoo #3



# 50 Symbolic Color Schemes



Jill Morton



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*for Rey*



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# **ABOUT THIS PDF**

How to Use Acrobat

Computer Colors

About the Color Illustrations

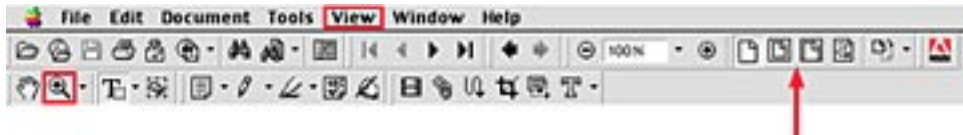
About Printing

## 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.

## About Printing

### 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**

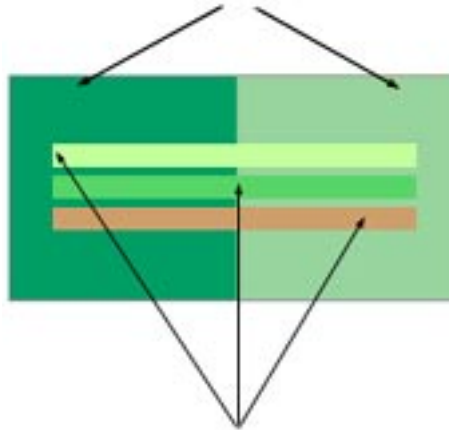
The color swatches may be used as a departure point for interior or exterior color schemes. Caution should be used in paint and wall covering selections. The colors of the swatches in this publication will be quite different when applied to large interior or exterior surfaces. Muted colors will be much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

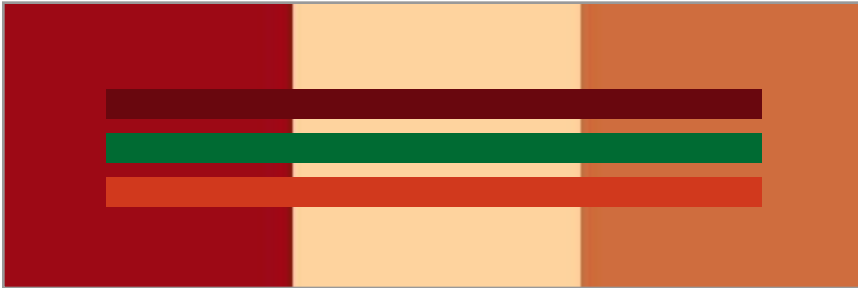
Bright - a very pure, intense, saturated version of the color

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

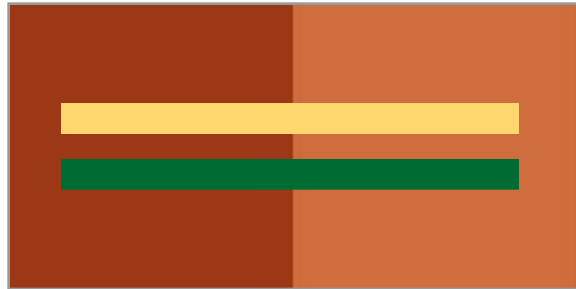
### HORIZONTAL STRIPES

**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

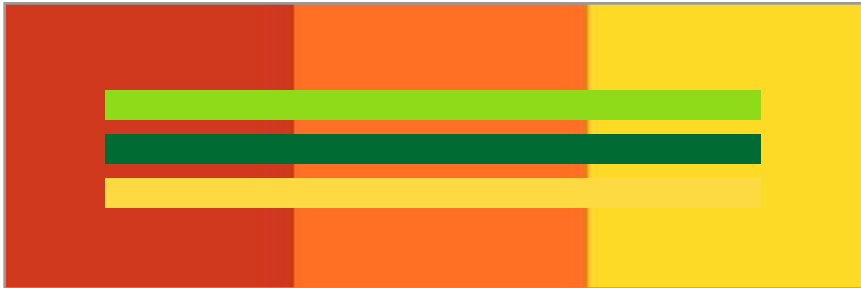
HORIZONTAL STRIPES

**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

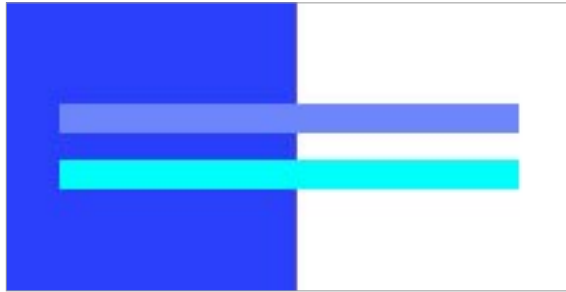
**Lime Green** - R: 153 G: 204 B: 000 - 99CC00

**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 - FFFFFFFF

### 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 - FFFFFFFF

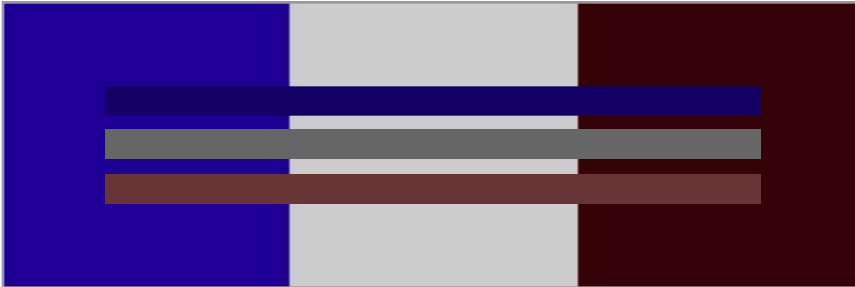
### HORIZONTAL STRIPES

**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

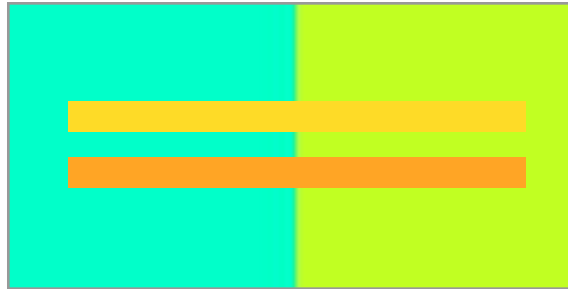
**Bright Raspberry Pink** - R: 255 G: 000 B: 153 - FF0099

### 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

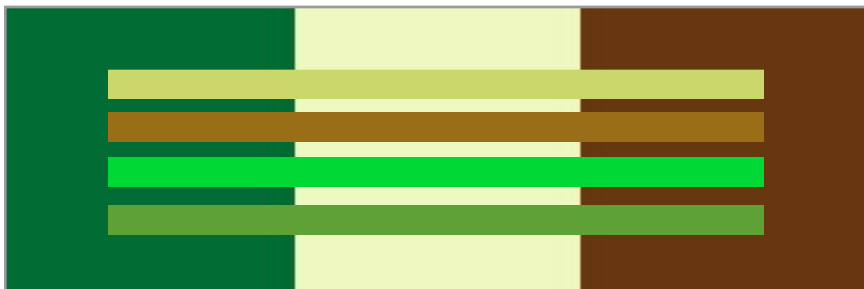
**Bright Chartreuse Yellow** - R: 204 G: 255 B: 000 - CCFF00

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

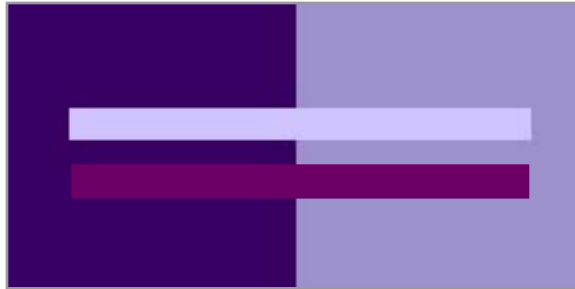
**Light Muted Yellow Green #2** - R: 204 G: 204 B: 102 - CCCC66

**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

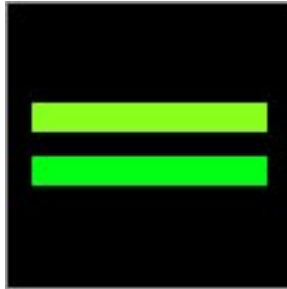
**Tomato Red** - R: 255 G: 000 B: 000 - FF0000

**White** - R: 255 G: 255 B: 255 - FFFFFFFF

HORIZONTAL STRIPE

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

## Extraterrestrial



BACKGROUND SQUARE

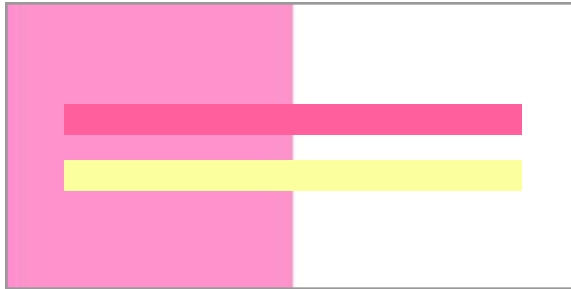
**Black** - R: 000 G: 000 B: 000 - 000000

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 - FFFFFFFF

### 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 - FFFFFFFF

### HORIZONTAL STRIPES

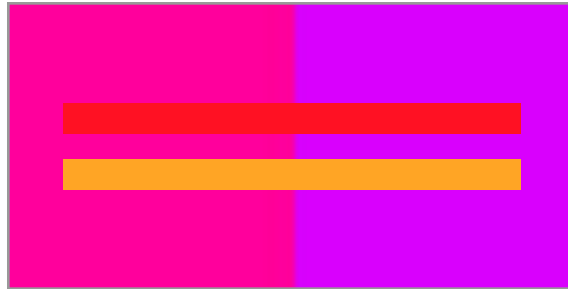
**Light Golden Tan** - R: 204 G: 153 B: 051 - CC9933

**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

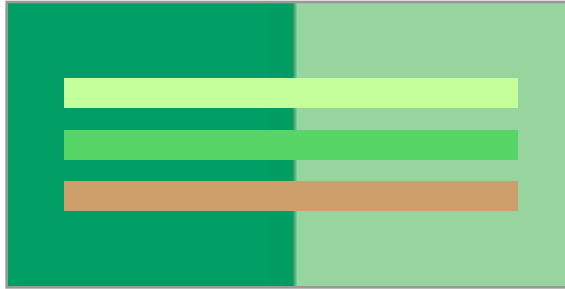
**Hot Red Purple** - R: 204 G: 000 B: 255 - CC00FF

### 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

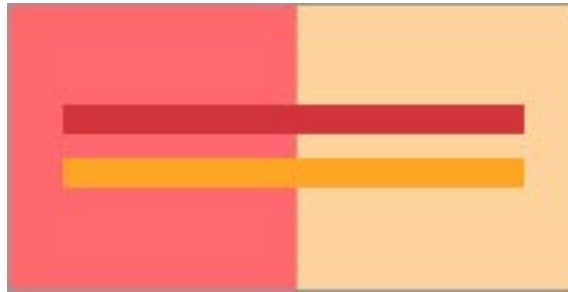
### HORIZONTAL STRIPES

**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

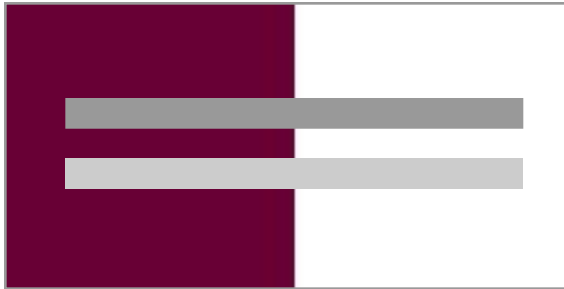
**Light Orange** - R: 255 G: 204 B: 153 - FFCC99

### 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 - FFFFFFFF

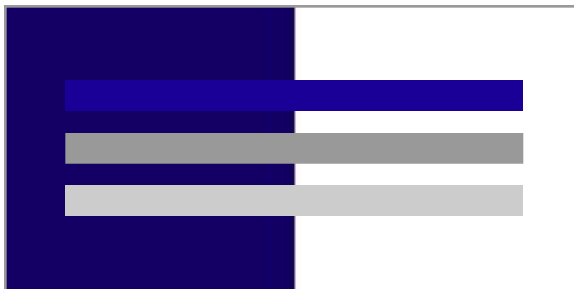
HORIZONTAL STRIPES

**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 - FFFFFFFF

### 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

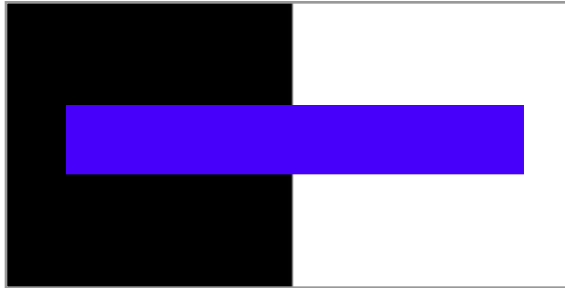
**Silver** - a gradient fill based on:

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 - FFFFFFFF

## High Tech • Powerful



BACKGROUND SQUARES

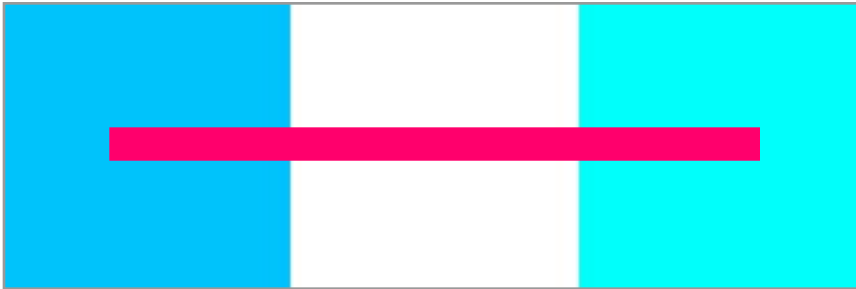
**Black** - R: 000 G: 000 B: 000 - 000000

**White** - R: 255 G: 255 B: 255 - FFFFFFFF

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 - FFFFFFFF

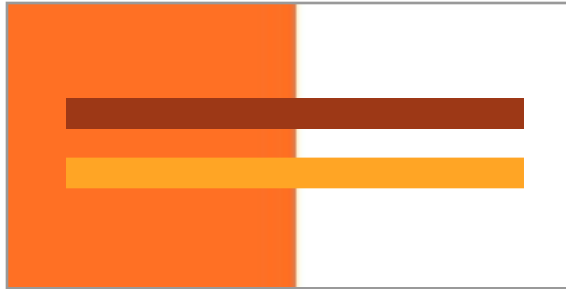
**Cyan** - R: 000 G: 255 B: 255 - 00FFFF

### 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 - FFFFFFFF

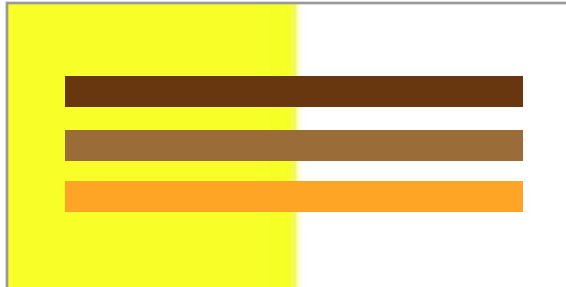
### HORIZONTAL STRIPES

**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 - FFFFFFFF

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 - FFFFFFFF



BACKGROUND SQUARE

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

HORIZONTAL STRIPES

**White** - R: 255 G: 255 B: 255 - FFFFFFFF

**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 - FFFFFFFF

### 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 - FFFFFFFF

### 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 - FFFFFFFF

### 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 - FFFFFFFF

## 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 - FFFFFFFF

### 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

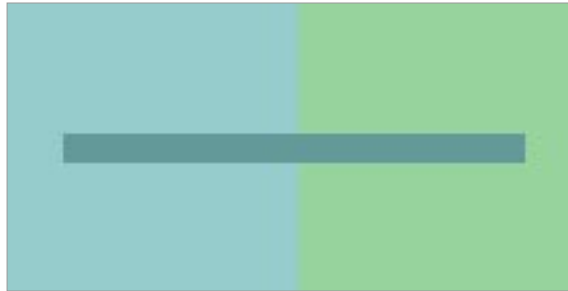
**Light Blue** - R: 153 G: 204 B: 255 - 99CCFF

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 - FFFFFFFF

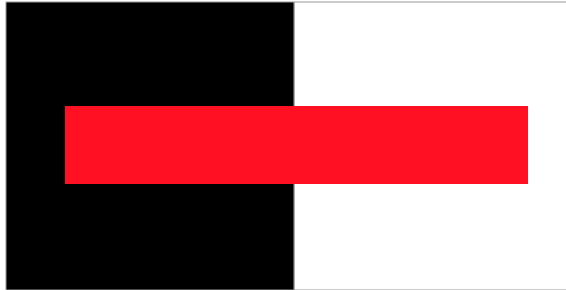
**Black**- R: 000 G: 000 B: 000 - 000000

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 - FFFFFFFF

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

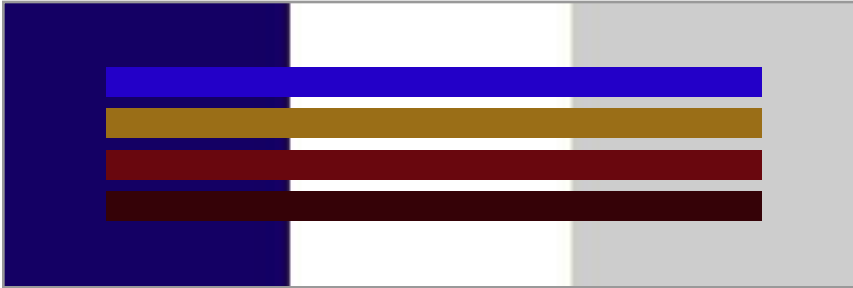
### HORIZONTAL STRIPES

**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 - FFFFFFFF

**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 - FFFFFFFF

### 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

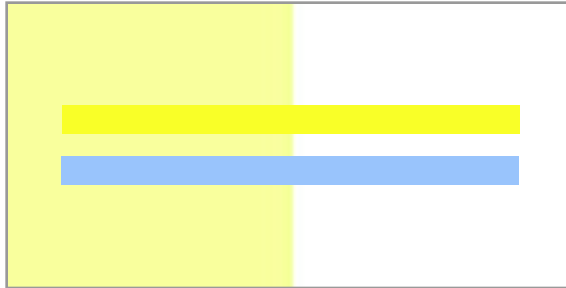
**Raspberry Pink** - R: 255 G: 153 B: 204 - FF99CC

**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 - FFFFFFFF

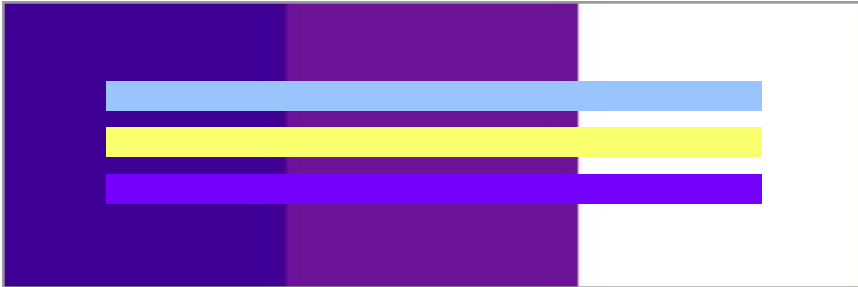
### HORIZONTAL STRIPES

**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 - FFFFFFFF

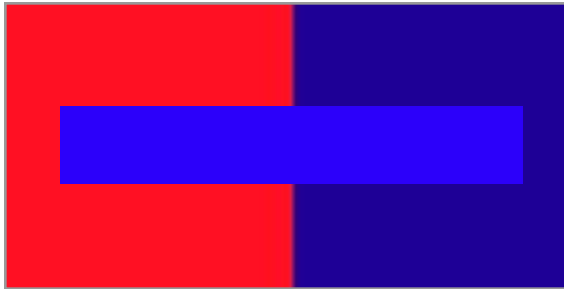
### HORIZONTAL STRIPES

**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

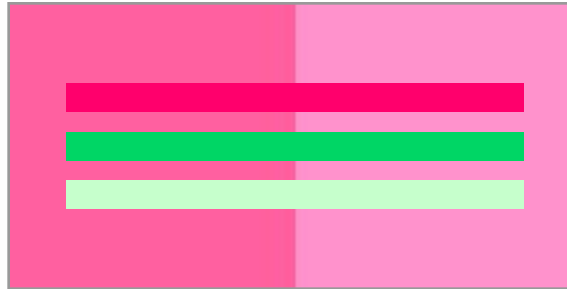
**Tomato Red** - R: 255 G: 000 B: 000 - FF0000

**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

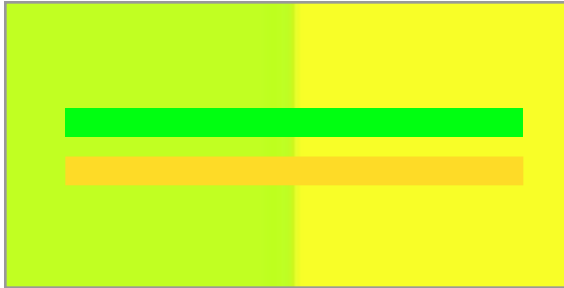
### HORIZONTAL STRIPES

**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

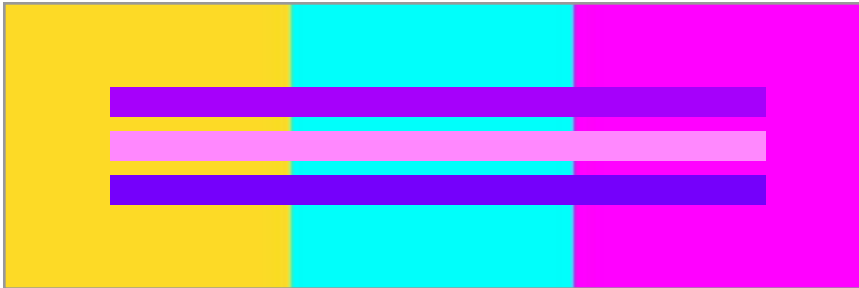
**Yellow** - R: 255 G: 255 B: 000 - FFFF00

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

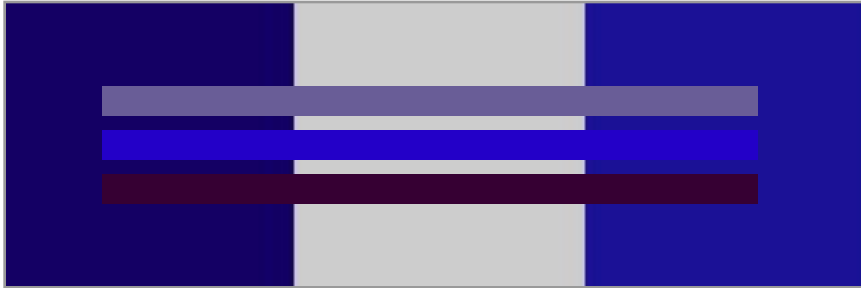
### HORIZONTAL STRIPES

**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.

E-mail: [consult@colorcom.com](mailto:consult@colorcom.com)

## **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<sup>®</sup>”**

(Color Voodoo #8)

### **“Colors that Sell: Tried and Tested Color Schemes”**

(Color Voodoo #9)

**Bookstores and purchasing information can be found at:**

Color Voodoo - <http://www.colorvoodoo.com>

Colorcom - <http://www.colorcom.com>