

Information about the colour Violet / Purple

- In Western and some Eastern cultures Violet is associated with mourning rituals. In Thailand widows wear purple to mourn their husband's death.
- In Christianity Violet is associated with Advent and Lent.
- In some Native American tribes, purple represents wisdom, healing or gratitude. In Japan Violet signifies wealth and power.
- The purple amethyst is the birthstone for those born in February. In Tibet it is considered sacred to Buddha.

Use of Violet / Purple in History & Pop Culture

- In Ancient Rome, the Emperors Julius and Augustus Caesar were referred to as 'The Purple' and were the only ones allowed to wear purple Imperial robes. Later in ancient Rome, Magistrates were also allowed to wear togas with purple ribbons. Any other use of Purple was punishable by death.
- In general Purple is considered an aid to spirituality and contemplation.
- Violet can also help to develop imagination and creativity. While composing his operas, Richard Wagner surrounded himself with it.
- Violet is sometimes used to relieve migraine headaches and suppress appetite.

Violet / Purple in Nature

- vegetables— eggplants, beets, purple cabbage
- fruit - purple grapes, plums, blackberries, mulberries
- flowers - violets, orchids, iris, lavender, wisteria & lilac.

Information about the colour Indigo

- Indigo or indigotin, was known throughout the ancient world for its ability to colour fabrics a deep, rich dark blue
- Egyptian artefacts suggest that indigo was employed as early as 1600 B.C, and it has been found in Africa, India, Indonesia, and China.
- The indigo plants were imported from India and used to produce the colour indigo.
- It was extremely more expensive than the blue dye obtained from woad that was the common dye in Europe.
- It also produced a dye that held colours fast.
- Due to its high cost this rich colour was only worn by the wealthy.
- The colour and material used in Elizabethan Clothing was extremely important.
- The colours of Elizabethan clothes, including the colour Indigo, provided information about the status of the man or woman wearing them.
- This was not just dictated by the wealth of the person, it also reflected their social standing.
- People who were allowed to wear the colour indigo during the Elizabethan era, as decreed by the English Sumptuary Laws, were Royalty, Nobility and members of the Council.
- The symbolic meaning of the colour indigo was power, importance and wealth
- Indigo with the colour blue has a Biblical meaning symbolizing heavenly grace.

Information about the colour Blue

- Blue has more complex and contradictory meanings than any other colour.
- Most blues convey a sense of trust, loyalty, cleanliness, and understanding.
- On the other hand, blue evolved as a symbol of depression in American culture.
- Blue has very few connections to taste or smell. Therefore it may act as an appetite suppressant.

Global Meanings of Blue

- Blue is the #1 favourite colour of all people.
- 53% of the flags in the world contain blue.
Blue is the most commonly used colour in corporate identity.
- Blue jeans are worn all over the world.
- Aristocracy is blue-blooded in all European languages.

Unique Meanings of Blue

- The English “to feel blue” has no equivalent in other languages while in German “blau sein” (literally: to be blue) means to be drunk
- dark blue is the colour of mourning in Korea. The god Krishna has blue skin.
- Shades of blue are described as shallow or deep instead of light or dark in China.

Information about the colour Green

- Since the beginning of time, green has signified growth, rebirth, and fertility.
- In pagan times, there was the "Green Man" - a symbol of fertility.
- In Muslim countries, it is a holy colour and in Ireland, a lucky colour.
- It was the colour of the heavens in the Ming Dynasty.

Global Meanings of Green

- Green is universally associated with nature.
- Green symbolizes ecology and the environment.
- Traffic lights are green for go all over the world.

Unique Meanings of Green

- In China, Green may symbolize infidelity.
- In Israel, green may symbolize bad news.
- In Japan, the words for blue and green ("ao") are the same.
- There are more shades of green than that of any other colour. Greens range from yellow-greens, such as lime and avocado greens, to those with a blue tinge (such as emerald).
- Colour Blindness Approximately 5% - 8% of men and 0.5% of women of the world are born colour-blind

Information about the colour Yellow

- Yellow is the most luminous of all the colours of the spectrum.
- It's the colour that captures our attention more than any other colour. This explains why it is used for cautionary signs and emergency rescue vehicles.
- In the natural world, yellow is the colour of sunflowers and daffodils
- In our contemporary human-made world, yellow is the colour of happy faces, post its, and signs that alert us to danger or caution.
- There is also a dark side to yellow: cowardice, betrayal, egoism, and madness.
- In almost every culture yellow represents sunshine, happiness, and warmth.

Unique Meanings of Yellow

- In Japan, yellow often represents courage.
- In Russia, a colloquial expression for an insane asylum used to be "yellow house."
- Bright "marigold" yellow may be associated with death in some areas of Mexico.
- Those condemned to die during the Inquisition wore yellow as a sign of treason.
- A yellow patch was used to label Jews in the Middle Ages.
- Jews were forced to wear yellow or yellow "Stars of David" during the Nazi era of persecution.

Information about the colour Orange

- Orange is vibrant
- It's a polarizing colour. People either love it or detest it.
- In nature it's the colour of vivid sunsets, fire, flowers many citrus fruits.
- In our contemporary world, orange is the colour of marmalade, Halloween, traffic cones and life rafts, Orange symbolizes energy, vitality, cheer, excitement, adventure, warmth, and good health.
- Darker oranges offer a sense of comfort; some are spicy, some are earthy. Lighter oranges are soothing and healthy.

Global Meanings of Orange

- Orange evokes the taste of healthy fruits, bursting with juice is associated with vitamin C and good health.
- Orange is symbolic of autumn.
- Children all over the world are drawn to orange.
- Orange is the colour of life rafts, hazard cones, and high visibility police vests.

Unique Meanings of Orange

- Orange is both the name and emblematic color of the British royal family.
- Orange is the colour of prison uniforms in the U.S.
- Orange (saffron) is a sacred and auspicious colour in Hinduism.
- The middle traffic light is orange in France.

Information about the colour Red

- Red is the colour of extremes.
- It's the colour of passionate love, danger, anger, and adventure.
- Our prehistoric ancestors saw red as the colour of fire and blood – and most of red's symbolism today arises from its powerful associations in the past.
- Red is also a magical and religious colour. It symbolized super-human heroism to the Greeks and is the colour of the Christian crucifixion.

Global Meanings of Red

- Red is one of the top two favourite colours of all people.
- Red is the most popular colour used on flags in the world. Approximately 77% of all flags include red.
- Red is the international colour for stop.
- The history of languages reveals that red is the first colour after black and white. (All languages have words for black and white. If a third hue exists, it is red.)

Unique Meanings of Red

- Red is the colour of good luck in Asia and is the most popular colour in China. Most Japanese children draw the sun as a big red circle.
- Red is an auspicious colour for marriage. Brides in India and Nepal wear red saris; in Japan, a red kimono symbolizes happiness and good luck. stop signs to trigger alertness.
- There are two main kinds of red: Yellow-based reds are “tomato” reds. Blue-based reds are “berry reds.”
- Some say that males are more attracted to the tomato reds: females to the berry reds.

Information about the colour white

- ◆ In India, people wear white after the death of a family member.
- ◆ White is the traditional colour of bridal dresses in Western cultures. A woman wearing white will be seen as a bride on a Western website, and as a person in mourning on an Eastern website.
- ◆ In Chinese culture, colours corresponded with the five primary elements, the directions, and the four seasons. White was associated with metal, west, and autumn
- ◆ A white pigeon is an international sign of peace; a white flag is an international sign of surrender.
- ◆ More shades of white are available commercially than any other colour.
- ◆ White clothing typically becomes translucent when wet.
- ◆ It is interesting to note that babies come into the world with a perfect balance of white, ready to imprint their lives with all the colours of the spectrum
- ◆ It was the custom for the Queens of France to wear deuil blanc or “white mourning”
- ◆ “Never use pure white; it doesn’t exist in nature.” — Aldro T. Hibbard
- ◆ “White...is not a mere absence of colour; it is a shining and affirmative thing, as fierce as red, as definite as black...God paints in many colours; but He never paints so gorgeously, I had almost said so gaudily, as when He paints in white.” — G. K. Chesterton