

	Western Cultures (Northern American and Europe)	Eastern and Asian Cultures	Latin America	Middle East
Red	Red is the color of passion and excitement. It has both positive and negative associations - danger, love and excitement, power.	Joy, festive occasions, luck - in China. Japan – anger, danger, but also with life. India - purity	In Mexico, red is a color of religion if used with white.	Danger, evil, caution.
Orange	Orange is the color of harvest and autumn. In The Netherlands, orange is a royal color.	The hue, especially saffron (a yellowish orange that matches the color of the plant) is sacred in Indian cultures. In Japan, orange tones are symbolic of courage and love.	Orange is considered sunny; it is also associated with the earth in some countries because of the reddish-orange ground color	Orange is associated with mourning and loss
Yellow	Yellow is associated with warmth (summer), hospitality. In Germany, yellow is associated with envy (which is described as green in most other Western cultures).	Members of the royal ruling class often wear this hue and the color is considered sacred and imperial. In Japan, that definition includes courage (which is expected of rulers). For India – color of commerce.	On the contrary, yellow is associated with death and mourning in many Latin cultures.	In Egypt, yellow is most closely associated with mourning. However, in Middle East it's more widely connected to happiness and prosperity.
Blue	Blue stands for trust and authority. It's is also a color of peace.	The hue is associated with immortality. In Indian culture blue is the color of Krishna - a symbol of strength. Blue is a feminine color in China.	Blue is associated with religion. It is also the color of trust and serenity	Blue is safe and protecting. It is the color associated with Heaven, spirituality and immortality.

Green	Green stands for luck throughout the West. It also refers to nature, progress but can also represent envy.	Green is the color of nature and new life in much of the East. It also represents fertility and youth. However, it can have equally negative connotations: green is the color of exorcism and infidelity.	In many Latin and South American cultures, green is the color of death.	Green represents strength, fertility, luck and wealth.
Purple	Purple is the color of royalty and is often used for the cloaks and robes of kings and queens. It is associated with wealth and fame. It is also symbolic of modernism and progression.	Purple is also a color of wealth and nobility in the East. The exception is in Thailand, where purple represents mourning, where a widow wears the color after the death of her husband.	The theme of sorrow is also evident in South American nations such as Brazil, where purple is associated with mourning and death	Wealth and purple are synonymous. In Egypt, the definition of purple also extends to include virtue.
Pink	Pink is the color of femininity	Pink is also considered feminine in the East where it also signifies marriage. In Korea, however, the color is more closely associated with trust. For many years, the Chinese did not recognize the color; it was finally brought into the culture due to increasing Western influence.	Pink has much looser associations and is often used as a color for buildings; consequently it can have associations with architecture.	Pink does not have any distinct meaning in Middle Eastern cultures.
Brown	Brown is associated with earth and barrenness. It is stable, dependable and wholesome.	The most common color association is that of mourning. In Chinese horoscopes, brown is used to represent earth.	Brown is discouraging in Colombia and is considered disapproving in Nicaragua.	Brown is harmonious with earth and comfort.

<p>White</p>	<p>White is the color of purity and peace. White is also clean and sterile and used to represent hospitals and even holiness. In Italy however, white is used for funerals and traditionally, white Chrysanthemums are placed at grave sites.</p>	<p>White is also the color of death in the East. It is used at funerals and represents sterility, mourning, unhappiness and misfortune.</p>	<p>White stands for purity and peace.</p>	<p>Both purity and mourning are associated with white. In Iran, that definition expands to include holiness and peace. In Egypt wearing white is a symbol of a person's high ranking status.</p>
<p>Black</p>	<p>Black is the color of finality, death, formality and mourning in North American and European cultures. It is also considered powerful and strong and can imply control or force.</p>	<p>Black can be connected to masculinity and is the color for boys in China. It also represents wealth, health and prosperity. In Thailand and Tibet though, black is most closely associated with evil.</p>	<p>Latin cultures also associate the color (or strictly speaking, tone) with masculinity and is the preferred color for men's clothing. It is also linked to mourning.</p>	<p>Black stands for both rebirth and mourning. Evil and mystery are also associated with black.</p>