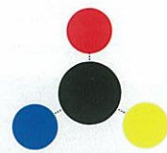


Color Index



Primary

Color	Associated with	Positive	Negative	Cultural links	In addition	Sample
	<p>Red</p> <p>fire blood sex</p>	<p>passion love blood energy enthusiasm excitement heat power</p>	<p>aggression anger battle revolution cruelty immorality</p>	<p>Ivory Coast, Africa Dark red indicates death.</p> <p>France Masculinity</p> <p>Most of Asia Marriage, prosperity, happiness</p> <p>India Soldier's symbol</p> <p>South Africa Color of mourning</p>	<ul style="list-style-type: none"> • Most visually dominant color • Suggests speed, action • Stimulates heart rate, breathing, and appetite • People appear heavier in red clothes. • Red cars are stolen most often. 	<p>This souvenir tour book was created for the singer Cher's Farewell Concert Tour. Pictured here is the back cover of the book on which the color red predominates to convey the passionate, spicy side of Cher. Color is manipulated to feature a variety of reds. Chase Design Group</p>
	<p>Yellow</p> <p>sunshine</p>	<p>intellect wisdom optimism radiance joy idealism</p>	<p>jealousy cowardice deceit caution</p>	<p>Buddhist cultures Priests wear saffron yellow robes.</p> <p>Egypt and Burma Signifies mourning</p> <p>India Symbol of merchant or farmer</p> <p>Hindu cultures Worn to celebrate the festival of spring</p> <p>Japan Associated with courage</p>	<ul style="list-style-type: none"> • First color that the human eye notices • Brighter than white • Speeds the metabolism • Bright yellow is the most fatiguing color; can irritate the eyes. • Pale yellow can enhance concentration (used for legal pads). 	<p>The cover of the <i>American Photography 17</i> book, featuring bright yellow with a hint of red, virtually shouts to passersby—the goal of the designer. The back cover is the reverse of the front, with red dominating the yellow. <i>AP17</i> is a handsome 432-page volume that presents the best photography of the year, as selected by a jury of publishing professionals. 344 Design</p>
	<p>Blue</p> <p>sea sky</p>	<p>knowledge coolness peace masculinity contemplation loyalty justice intelligence</p>	<p>depression coldness detachment apathy</p>	<p>Most of the world Considered a masculine color</p> <p>China Color for little girls</p> <p>Iran Color of mourning</p> <p>Western bridal tradition Means love</p> <p>Worldwide Most popular corporate color</p>	<ul style="list-style-type: none"> • Blue food is rare in nature; unappetizing, suppresses hunger. • Causes the body to produce calming chemicals; relaxing • People are said to be more productive in blue rooms. • Blue clothing often symbolizes loyalty or trust. 	<p>The front cover of Cher's souvenir tour book illustrates Cher's cool serene side with its blue tones. The designers used similar photos of Cher in both covers but altered them with color changes to develop the naughty and nice themes. Chase Design Group</p>