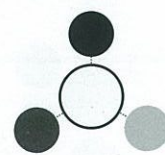


Color Index



Neutral

Color	Associated with	Positive	Negative	Cultural links	In addition	Sample	
	Black	night death	power authority weight sophistication elegance formality seriousness dignity solitude mystery stylishness	fear negativity evil secrecy submission mourning heaviness remorse emptiness	<p>China Black is for little boys.</p> <p>Asia generally Black is associated with career, knowledge, mourning and penance.</p> <p>American, European, Japanese youth Black is the color of rebellion.</p> <p>Worldwide Black denotes dark-skinned people of sub-Saharan African ancestry.</p>	<ul style="list-style-type: none"> Black clothing makes people look thinner. Black humor is morbid. Black makes other colors look brighter. In color therapy, black is supposed to boost self-confidence and strength. Black is often associated with secret societies. 	<p>Richard Diebenkorn <i>Drawing from the mid-1954-1967</i></p> <p>This L.A. Louver Gallery catalog for artist Richard Diebenkorn's black and white pencil drawings was given a black cover to suggest the exhibition works as well as to provide dignified elegance. AdamsMorioka</p>
	White	light purity	perfection marriage/wedding cleanliness virtue innocence lightness softness sacredness simplicity truth	fragility isolation	<p>Japan and China White is a funeral color.</p> <p>Worldwide A white flag is a universal symbol for truce.</p> <p>North America, Europe White denotes light-skinned people of Caucasian ancestry.</p> <p>India Married women who wear white invite unhappiness.</p>	<ul style="list-style-type: none"> In some culture, it's considered good luck to be married in a white garment. White is the perfectly balanced color. White is so brilliant that it gives some people headaches. White light can be blinding. White is associated with angels and gods. 	<p>Minimal graphic elements, primarily the design firm's logo, against a stark white background create a feeling of open space while being a self-promotion that celebrates the new year in this 2002 poster. 344 Design</p>
	Gray	neutrality	balance security reliability modesty classicism maturity intelligence wisdom	lack of commitment uncertainty moodiness cloudiness old age boredom indecision bad weather sadness	<p>Native American Gray is associated with honor and friendship.</p> <p>Asian Gray means helpful people as well as travel.</p> <p>America The color gray is used to represent industry, in contrast to environmentalism, which is represented by green.</p> <p>Worldwide Gray is often associated with silver and money.</p>	<ul style="list-style-type: none"> Gray seldom evokes strong emotions. Gray is a balance of black and white. Gray is its own complement. Grayscale means rendering an image in a range of blacks and whites. <p>It also refers to a tonal scale of blacks and whites that is used in calibration and accurate reproduction of halftone images.</p>	<p>This promo for fashion designer Anni Kuan features New York Laundromats. The gray effect is achieved by printing black ink on newsprint. The overall effect of the piece is a balanced yet gritty portrait of the city rendered in monochromatic images. Sagmeister, Inc</p>