COLOR ASSIGNMENT

White: A balance of all colors, effective for spiritual enlightenment.
- Purification
- Protection
- Clearing
- Clairvoyance (perfection)
- Healing
- Truth seeking
- Rituals involving lunar energy

Yellow: Yellow brings the power of concern traction and imagination to a successful ritual, Used in rituals when you wish to gain another confidence or persuade someone or in rituals they require solar energy:
- Activity
- Creativity
- Drawing
- Pulling
- Compelling
- Unity

Rival > Dharmic; kritya; sanskar; sambandhi

GOLD: Fosters Understanding and attrite the power of cosmic forces benefaction in rituals intended to bring above fast money of riches.

Pink: Promotes romance and friendship a color of femininity.
- Honor
- Service
- Brings friendly lively conversation to a dinner table

Orange: Charges and recharges intellect combine with any other candle to stimulate their actions for rituals stipulating mercury

Turquoise (symbol of friendship):
- Healing
- Prosperity
- Peace
- Growth
Peach:
- Strength
- Protection
- Confidence
- Communication

ROSE:
- Maintaining health
- Patience
- Passion
- Peace

Orchid:
- Physical energy
- Happiness
- Healing

Violet:
- Spirituality
- Friendship
- Relaxation
- Peace

Chartreuse:
- Confidence
- Prosperity
- Travel
- Growth

Red:
- Health
- Passion love
- Fertility strength
- Courage will power
- Increases magnetism in natural draws arise
- Scorpio energy

Silver:
- Removes negativity and encourages stability helps develop physical abilities attracts the influence of the mother goddess.

Purple:
- Power success.
- Idealism independence psychic manifestations, ideal for rituals to secure ambitions, financial new wards to make context with the spiritual other world.
- Increase Neptune energy.

Magenta: combination of red and violet that oscillates on height frequency energies rituals where immediate action and high levels of power or spiritual healing are required.

Brown: Earthly balanced color study telepathy eliminates indecisiveness for rituals of material increase in prove power of concentration locates objects that have been cost.

Indigo: Color of inertia stops situations people indigo is used in rituals a deep meditation state or in mutual's that demand Saturn energy.

Royal Blue:
- Promotes laughter and joviality color of loyalty.
- Use to attract Jupiter energy or whenever and influence needs to be increased.

Light Blue: spiritual color.

Helpful in devotional inspirational meditations bring peace tranquility to the home radiates Aquarius energy employ where a situation must be synthesized.

Blue: primary spiritual color for rituals to obtain wisdom harmony
- Dinner light
- Guidance
- Peace
- Confers truth

Green: promotes prosperity abundance success money, Harmony, rejuvenation stimulates rituals for good luck.
Dark Green: color of ambition.

- Greed
- Jealousy
- Counteract these influences in a ritual.

Gray: Neutral color in magic.

Useful when pondering complex in use during meditation neutralizes a negative influence, this color often sparks confusion.

Black: open up the deeper levels of the unconscious, use I rituals to induce a deep meditation state, to banish evil attract Saturn energy.

ASTROLOGICAL COLOR CORRESPONDENCES:-

- Aquarius : Sky Blue
- Pisces : Lavender
- Aries : Red
- Jaures : Green
- Gemini : Pink
- Cancer : Silver
- Leo : Gold
- Virgo : Navy
- Scorpio : Red
- Sagittarius : Navy
- Libra : Green
- Capricorn : Brown

➢ Light Red : Represents joy sexuality passion sensitivity love.
➢ Dark red: will power leadership courage longing malice wrath.

➢ REDDISH BROWN: HARVEST AND FALL:-
  o Red
  o Hot urgent
  o Danger
  o Blood
  o Angry
  o Devil
  o Enraged
  o Amorous
COLOR MEANING

RED:

- Red is a very emotionally intense color.
- It enhances human metabolism, increases respiration rate, and raises blood pressure. It is high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. In heraldry, red is used to indicate courage. It is a color found in many national flags.
- In advertising red is offer used to evoke erotic feelings (red lips, red nails, red light distracts, lady in red)
- Red is widely used to indicate danger (high voltage signs, traffic lights).
- This color is also commonly associated with energy so you can use it when promoting energy drinks, games, car, and items related to sports and high physical activity.
- Red is the color of fire and blood so it is associated with energy, war, danger strength power, determination as well as passion, desire and love.

ORANGE:

- To the human eye, orange is not as aggressive as red. It is highly accepted among young people orange is very effective for promoting food products and toys.
- Orange is symbolic of strength and endurance. Orange has very high visibility so you can use it to catch attention and highlight the most important elements of your design.
- Orange combines the energy of red and the happiness of yellow.
- It associated with; joy sunshine the trophies.
- it represents:
  - Enthusiasm
  - Fascination
  - Happiness
  - Creativity
  - Determination
  - Attraction
  - Success
  - Encouragement
  - Stimulation

RED–ORANGE: corresponds to desire sexual passion pleasure domination aggression theist for action

DARK ORANGE: Deceit and Distrust.
ORANGE:
- Confident
- Creative
- Adventurous
- Fun loving

YELLOW:
- Yellow produces a warming effect arouses cheerfulness stimulates mental activity, and generates muscle energy.
- Yellow is often associated with food yellow. May have a disturbing effect, it is known that babies cry more in yellow rooms. Yellow is recent before other colors when placed against black, this combination is often used to its use a warning in heraldry. Yellow indicates honor and loyalty
- Use yellow to evoke pleasant cheerful feelings. You can choose yellow to promote children's products and it eras related to leisure. Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design.
- Yellow is an unstable and spontaneous color so avoid using yellow if you want to suggest stability and safety. Shades of yellow are visually unappealing because they lose cheerfulness and became dingy.
- Yellow or black with warning
- Yellow is the color of sunshine.
- At associated with:
  1. Joy
  2. Happiness
  3. Intellect
  4. Energy

DARK yellow:
- Caution
- Decay
- Sickness
- Jealousy

Light yellow: -
- Intellect
- Freshness
GREEN:

- Green has great healing power. It is the most restful color for the human eye. It can improve vision. Green suggests stability and endurance. Sometimes green denote lack of experience, for example a green home is a novice. In heraldry green indicates growth and hope. Green as opposed to red means safety it is the color of free passage in road traffic.
- Use green to indicate safety when advertising drugs and medical products.
- Green is directly located to nature. So you can use it to promote green products dull darker green is commonly associated with money the financial world banking and Wall Street.
- Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.
- Green is the color of nature of symbolizes:
  1. Growth
  2. Harmony
  3. Freshness
  4. Fertility

Dark green:

- Ambition, greed, Jealousy
- Yellow green
- Sickness
- Color dice
- Discord
- Jealousy

OLIVE GREEN: -it is the traditional color of peace.

Green:-

- Nature
BLUE:
- Blue is considered beneficial to the mind and body. Blue is strongly associated with tranquility and calmness. In heraldry blue is used to symbolize feisty and sincerity.
- We can use blue to promote products and service selected to cleanliness (water purification filters, cleaning liquids, vodka) air and sky (airlines airports, air conditions). Water and sea use blue to suggest precision when promoting high tech products.
- Avoid using blue when promoting food and cooking because blue suppresses appetite. When use together with warm colors like yellow or red blue can create high impact vibrant designs, for example, blue- yellow – red is a perfect color scheme for a super hero. Blue is a masculine color according to studies. It is highly accepted among males.
- Blue is the color of the sky and sea it is often associated with depth and stability.
  - It symbolizes:
    1. Trust
    2. Loyalty
    3. Confidence
    4. Intelligence
    5. Faith
    6. Truth
    7. Heaven

Dark blue:
- Depth
- Expertise
- Power
Light blue:
- Integrity
- Seriousness
- Knowledge

Purple:
- Purple combinations the stability of blue and the energy of red. Purple is associated with royalty. It conveys wealth and extravagance.
- According to surveys almost 75 percent of pre-adolescent children prefer purple to all other colors.
- Purple is very rare color in nature some people considering it to be artificial.
- Light people are a good choice for a feminine design. You can use bright purple.
- When promoting children products.
- Purple color symbolizes:
  1. Power
  2. Nobility
  3. Luxury
  4. Ambition
- It associated with
  1. Wisdom
  2. Dignity
  3. Independence
  4. Creativity
  5. My story
  6. Magic

Light purple: Evokes romantic and nostalgic feelings.

Dark purple: Evokes gloom and old feelings it can cause frustration.

- Royalty
- Intelligence
WHITE:

- White means safely, purity and cleanliness. As opposed to black white usually has a positive consolation white can represent a successful beginning. In heraldry, white depicts faith and purity.
- Understanding white is associated with coolness and cleanliness because it’s the color of show. You can use white to suggest simplicity in high-tech products. White is an appropriate color for charitable organization angels are usually imagined wearing white clothes. White is associating with hospitals doctors and security so you can use white to suggest safety. When promoting medical products. White is often associated with low weight low-fat food and dairy products.
- **White is associated with:**
  1. Light
  2. Goodness
  3. Innocence
  4. Purity
  5. Virginity
- **White means:**
  - Safety
  - Purity
  - Cleanliness
  - Innocence
  - Fairness
  - Snow
  - Blank
  - Empty
  - Transparent
  - Dependable
  - Auspicious
BLACK:-

➢ Black is a mysterious color associated with fear and the unknown. It usually has a negative connotation (blacklist, black humor black death) black denotes straight and authority.
➢ It is considered to be a very formal elegant and prestigious color in heraldry black is the symbol of grief.
➢ Black grief the feeling of perspective and depth but a black background diminishes has readability. A black suit or dress can make you look thinner when designing for a gallery of art or photography you can use a black or grey background to make the other colors stand out.
➢ Black contrast well with bright color combined with red or orange other very powerful colors black gives an aggressive color scheme.

➢ Black is associated with:
  • Power
  • Elegance
  • Formality
  • Death
  • Evil
  • Mystery
  • Unknown
  • Fear
  • Dark
  • Night
  • Sad
  • Sinful
  • Fiendish
  • Infernal
  • Monstrous
  • Horrible
  • Treacherous
  • Depressing
  • Harmful
  • Deliberate
  • Hostile
  • Threatening
  • disgrace
  • grotesque
THE MEANING OF COLOR:

Understanding the meaning of color as well the causal use of color and how colors interact is important in print and diachronic design in order to convey the right tone message and evoke the desired response to the brochure news letter ad website or other publication color are non-verbal communication. They create a physical and emotional reaction.

THE MEANING OF COOL COLOR:

Cool colors tend to have a calming effect. At one end of the spectrum they are cold impersonal antiseptic colors. At the other and the cool colors are comforting and nurturing.

COOL COLORS ARE:
- Black
- Green
- Neutrals white
- Gray
- Silver

POSITIVE ATTRIBUTES OF COOL COLORS:

- The meaning of the cool blue:
  - Strong
  - Important
  - Peaceful
- The meaning of the green color:
  - Growth
  - Health
  - Environment
  - Harmony
- The meaning of warm colors: Warm color conveys emotions from simple optimism to string violence. The warmth of red yellow, pink, or orange can create excitement or ever anger. The neutrals of black and brown also carry attributes of warm colors.

POSITIVE ATTRIBUTES OF WARM COLOR:

- The meaning of the color red:
  - Love
  - Passion
Heat
Joy
Power

- The meaning of the Color pink:
  - Sweet
  - Romance
  - Delicate
  - Nice
  - Playful

- The meaning of the Color yellow:
  - Happy
  - Cheerful
  - Joy
  - Rumen brace

- The meaning of the Color gold:
  - Riches
  - Bright
  - Extravagance
  - Bright
  - Traditional

- The meaning of the Color orange:
  - Energy
  - Change
  - Warmth
  - Health

POSITIVE ATTRIBUTES OF MIXED WARM AND COOL COLOR:

- Color Purple: Royal Precious Romantic Sacred.
- Color Lavender: Grace Elegance Dedicate Feminine.
- Color Green: Growth Health Environment, Harmony.
- Color Turquoise: Feminine Retro Sophisticated.
- Color Beige: Conservative Relaxing.

THE MEANING OF MIXED WARM AND COOL COLOR:

- It attributes from the warm and cool colors. Can calm and excite. These are colors derived from a mix of a cool and warm color such as blue and red or blue or yellow.
- Typically considered cool green is really more of a mind warm and cool color.

THE MEANING OF NEUTRAL COLOR:
Neutral colors help to put the focus colors or serve to tone down colors that might otherwise be overpowering on their own to some extent blacks browns tans gold and beige color are considered warm. While white ivory silver and gray are same what cooler lets yet these warm and cool attribute are flexible and more subtle than that of reds or blues.

POSITIVE ATTRIBUTES OF NEUTRAL COLORS:

**Color black:** concretive mysterious, sophisticated

**Gray:** formal conservative, sophisticated

**Silver:** sleek glamorous, rich

**White:** purity innocence softness

**Ivory:** quiet pleasant, understand elegance

**Brown:** earthiness simplicity wholesomeness, friendliness

**Beige:** conservative relaxing

**BLACK:**

**NATURAL OF BLACK:**

Black is the absence of color. In color black is visually slimming black like other dark colors can make a room appear to shrink in size and oven a well at zoom leaks dark with a lot of black. Black can make other colors appear brighter.

**CULTURE OF BLACK:** In must western countries black is the color of morning. Among young people, black is often seen as a color of rebellion. Black is both positive and negative. Black especially combined with orange is the color of Halloween using black.

Use the color black to convey elegance, sophistication or perhaps a touch of my story. Dark charcoal gray and very dark brown can sometimes stand in for black.

**LANGUAGE OF BLACK:** Her use of black in familiar phrases can help design.

**Positive Aspects:**

- Black tie – Formal
- Black Belt – Expert
- Black wash – bring things out in the open in the black having money doing well in business.
Black box – Equipment or apparatus.

Pitch black – Dark as night very black.

NEGATIVE ASPECTS:

- **Black eye** - damage such as damage to one's reputation, slander unpopular.
- **Black-hearted** - civil
- **Black guard** – scoundrel
- **Black sheep** – an outcast from a family or from society.
- **Black market** – illegal trade
- **Black mail** – obtaining something by threat.
- **Blacklist** – least of recipe as organization to boycott, avoid or punish.