



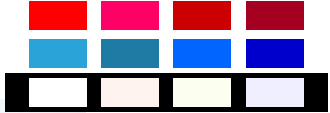

Farbe

Color Symbolism





Color in Daily Use: Some Aspects

- 6 to 11 basic colors
- categories, hierarchies
- dependent on context / application
- large variation in use
 - ◆ what is red?
 - ◆ what is blue?
 - ◆ what is white? !

Werner Purgathofer 1



Color in Religion

- Islam: green
- Buddhism: yellow, orange, red & purple
- Hinduism: orange, blue & blue-violet
- Christs: liturgical colors without theological connex









Werner Purgathofer




Color Labeling

- at home
 - ◆ water pipes
 - ◆ electrical wires
 - ◆ waste separation
- traffic
 - ◆ traffic signs
 - ◆ traffic lights
 - ◆ parking concepts
 - ◆ public transport
- ...


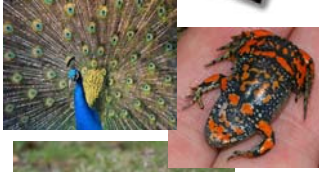





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Color Labeling

- technology
 - ◆ resistors
 - ◆ thermochrome colors
- nature
 - ◆ courtship [Balz]
 - ◆ warning colors
 - ◆ protective mimicry [Tarnfarben]
- ...









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Political Symbol Colors

- parties
- revolutions / movements
- flags

Werner Purgathofer 5



Color Effect: BLUE



- distance
- faithfulness, loyalty
- desire
- phantasy
- male
- devine
- peace
- cold
- ...



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6



Color Effect: RED



- blood
- energy
- love
- female
- rich, noble
- labor movement
- warm
- corrections
- ...



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7



Color Effect: GREEN



- profit
- young love
- hope
- prematurity, unripe
- poison
- nature
- neutral
- environment protection
- ...



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8



Color Effect: YELLOW



- sun
- optimism
- enlightenment
- jealousy [Neid]
- stinginess [Geiz]
- warning color
- warm
- ...



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9



Color Effect: BLACK



- end, death
- sadness
- negative emotions
- bad luck
- elegance
- emptiness
- cold
- ...



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10

