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?!
Islam: green

Buddhism: yellow, orange, red & purple

Hinduism: orange, blue & blue-violet

Christ: liturgical colors without theological connex
Political Symbol Colors

- parties
- revolutions / movements
- flags
Color Labeling

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

Werner Purgathofer
Color Labeling

- technology
  - resistors
  - thermochromic colors
- nature
  - courtship [Balz]
  - warning colors
  - protective mimicry [Tarnfarben]
- ...
Color Effect: BLUE

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

Werner Purgathofer
Color Effect: RED

- blood
- energy
- love
- female
- rich, noble
- labor movement
- warm
- corrections
- …
Color Effect: GREEN

- profit
- young love
- hope
- prematurity, unripe
- poison
- nature
- neutral
- environment protection
- …
- sun
- optimism
- enlightenment
- jealousy [Neid]
- stinginess [Geiz]
- warning color
- warm
- …
Color Effect: BLACK

- end, death
- sadness
- negative emotions
- bad luck
- elegance
- emptiness
- cold
- …
hypothesis: selection of colors corresponds to psychosomatic and emotional status

- blue = contentment [Zufriedenheit]
- green = self-respect [Selbstachtung]
- red = self confidence [Selbstvertrauen]
- yellow = development [Entfaltung]

neglects day’s condition, fashion trend

scientifically very controversial

„arbitrary results“ vs. „surprisingly exact“

is well known and used very often!