



ICONIC COLORS OF HUMANITY

COLOR CODES

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The colors Red, Green, Blue, Yellow and Brown are the colors that are central to our human experience.. These colors live in the natural world around us represent Sky, Fertility, Sun, Blood, and Earth. While different cultures may translate the meanings of specific colors in different ways there is a commonality that color communicates across all cultures.

“If the sight of the blue skies fills you with joy, if a blade of grass springing up in the fields has power to move you, if the simple things of nature have a message that you understand, rejoice, for your soul is alive ...” –Eleonora Duse

LOVE
PASSION
COURAGE/VALOR
HONOR

LIFE
RENEWAL
HOPE
FERTILITY

UNIVERSALITY
TRUTH
PROTECTION

LIFE
WISDOM
JOY/HAPPINESS
CONSTANCY

ELEMENTAL
EARTH
ORIGINS

Red



SYMBOLIZES:

LOVE
PASSION
COURAGE
VALOR
HONOR

ATTRIBUTES:

ASSERTIVE
EXTROVERTED
BOLD

FACT:

Mere perception of red color enhances the human metabolism by 13.4%.
(source: Theroux 1998)



How red the rose
that is the soldier's wound,
The wounds of many soldiers,
the wounds of all
The soldiers that have fallen,
red in blood,
The soldier of time grown
deathless in great size.

Wallace Stevens



Green



SYMBOLIZES:

LIFE
RENEWAL
HOPE
FERTILITY

ATTRIBUTES:

HARMONY
BALANCE

FACTS:

Green is the most restful color for the human eye.

It soothes pain and has great healing power. People who work in green environments have fewer stomach aches.

In London when Black Friars Bridge was painted green, accidents dropped 34%



“Green how I want you green.
Green wind. Green branches.”

Federico García Lorca



“Green comes from blue,
but it surpasses blue.”

Chinese proverb



Blue



SYMBOLIZES:

UNIVERSALITY
TRUTH
PROTECTION

ATTRIBUTES:

CALMING
SOOTHING
INSPIRING

FACT:

Blue is soothing and calming and is used in environments to reduce stress.



There is no blue without yellow and without orange.

Vincent Van Gogh



The further jazz moves away from the stark blue continuum and the collective realities of Afro-American and American life, the more it moves into academic concert-hall lifelessness, which can be replicated by any middle class showing off its music lessons.

Imamu Amiri Baraka



Yellow/Gold



SYMBOLIZES:

LIFE

WISDOM

JOY/HAPPINESS

CONSTANCY

ATTRIBUTES:

OPTIMISTIC

ENERGETIC

FACT:

The most visible color to the human eye, used on pedestrian signs around the world.

The road to the City of Emeralds is paved with yellow brick.

L. Frank Baum

There are painters who transform the sun into a yellow spot, but there are others who, thanks to their art and intelligence, transform a yellow spot into the sun.

Pablo Picasso

When they turn the sun on again I'll plant children under it,
I'll light up my soul with a match and let it sing....

Anne Sexton. poet "Yellow."



Brown



SYMBOLIZES:

ELEMENTAL

EARTH

ORIGINS

ATTRIBUTES:

ORDERLY

CONVENTIONAL

DEPENDABLE

FACT:

UPS (United Parcel Service) has built their business around the dependability associated with brown.


The earth is the earth as a peasant sees it, the world is the world as a duchess sees it, and anyway a duchess would be nothing if the earth was not there as the peasant sees it.


Gertrude Stein





RESEARCH/CREDITS:




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