

**based upon** | Hue symbolism

## Red

This colour can communicate many different ideas depending on its context. Because red is associated with fire, it can represent warmth — or danger. Since red is also the colour of blood, it's considered an energetic, lively colour and is also associated with matters of the heart, and sometimes violence.

Alternate meanings: In some Eastern cultures, red symbolizes good fortune and prosperity and is the colour worn by brides on their wedding day. Worldwide, red has been associated with various political movements and has symbolized revolution.

In branding: Red often communicates strength, confidence, and power and is a highly visible colour.



## Orange

Orange: Also a fiery colour, orange combines the warmth of red with the cheerfulness of yellow for a hue that communicates activity, energy, and optimism. It's also associated with the harvest or autumn season.

Alternate meanings: In India, saffron, a certain yellowish shade of orange, is considered sacred. In Japan, orange is the colour that symbolizes love.

In branding: Orange often represents youthfulness and creativity. Gold, which is a type of orange or yellow depending on its hue, is a symbol of luxury or high quality.

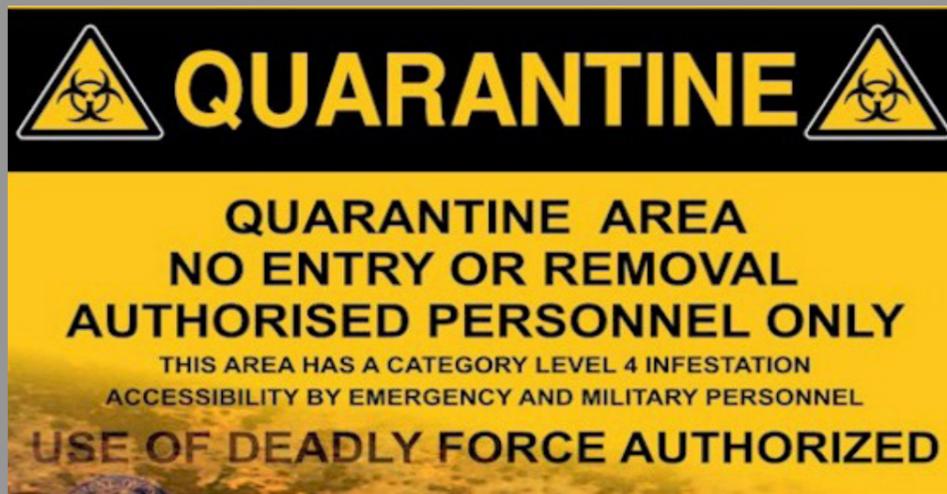


## Yellow

As the colour of sunshine, yellow often communicates happiness, cheerfulness, friendliness, and the freshness of spring. It can also signal warning or caution in certain contexts. Some variations (especially desaturated and greenish yellows) can look sickly or unpleasant; historically, yellow has sometimes been associated with illness and quarantine.

Alternate meanings: In some Eastern and Asian cultures, yellow is associated with royalty or high rank. In parts of Africa and Latin America, yellow is the traditional colour of mourning.

In branding: Pure/bright yellow does a great job of attracting attention, but can be visually disturbing or even hard to see (for instance, white text against a bright yellow background or vice versa) if not used with care.



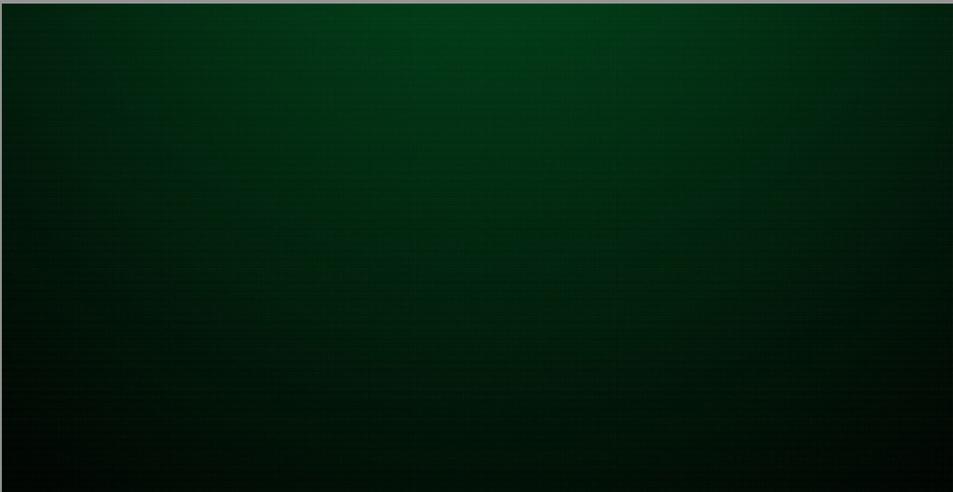
based upon |Hue symbolism| Green

**Green**

This is the colour of nature, plant life, and growth. As such, it often communicates health, freshness, or an “all-natural” quality. Dark green can represent wealth (or anything money-related) and stability.

Alternate meanings: Among cultures that practice Islam, green is a sacred colour. Green is also associated with Ireland and, by extension, St. Patrick’s Day and lucky four-leaf clovers.

In branding: Brands or product that wants to come across as “green” (in the sense of natural, healthy, sustainable, environmentally friendly, organic, etc.) often use nature-inspired colours like green and brown.

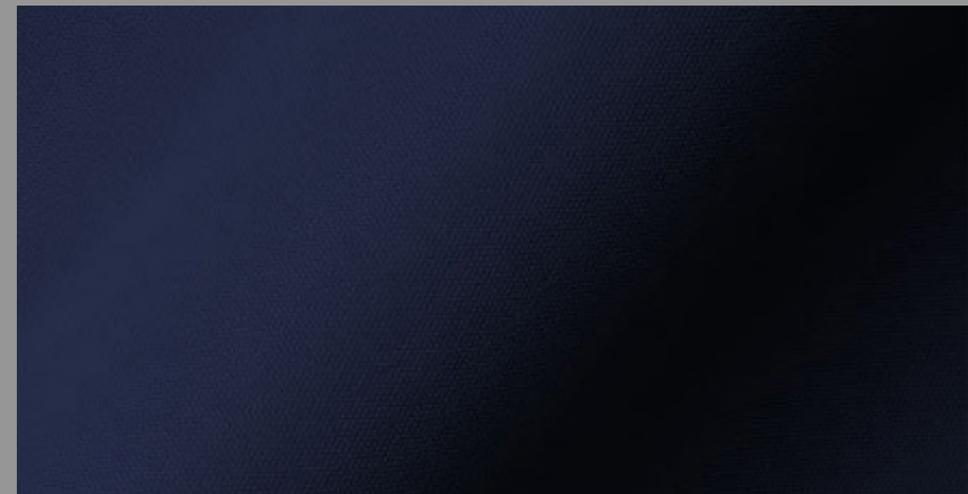
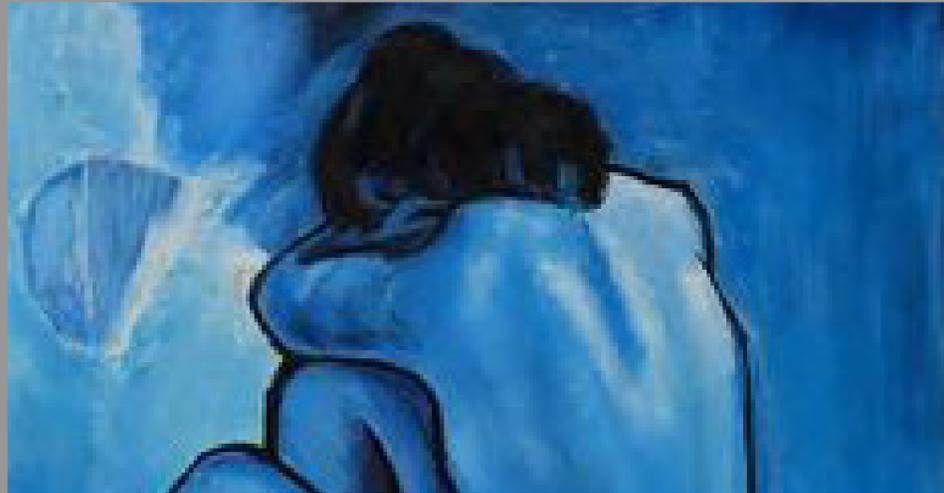


## Blue

The colour of the sea and sky, blue often communicates peaceful, clean qualities. As opposed to more energetic, warmer colours, blue is seen as calming. In some contexts, it can represent sadness or depression.

Alternate meanings: In Middle Eastern cultures, blue has traditionally represented protection against evil. Because of its association with the heavens, blue symbolizes immortality and/or spirituality in many cultures.

In branding: Blue is widely used and one of the most versatile colours. It's generally used to communicate trustworthiness, security, and stability. Dark or navy blue is a particularly popular choice for corporate contexts, since it's perceived to have serious, conservative, and professional qualities.



## based upon |Hue symbolism Purple

### Purple

Purple is traditionally associated with royalty, majesty, or honor. It can also have spiritual/mystical or religious connotations.

Alternate meanings: In many cultures around the world, purple represents nobility or wealth; however, in Thailand and parts of South America, the colour is associated with mourning.

In branding: Darker shades of purple often still symbolize luxury or opulence, while lighter/brighter shades can come across feminine or childish.

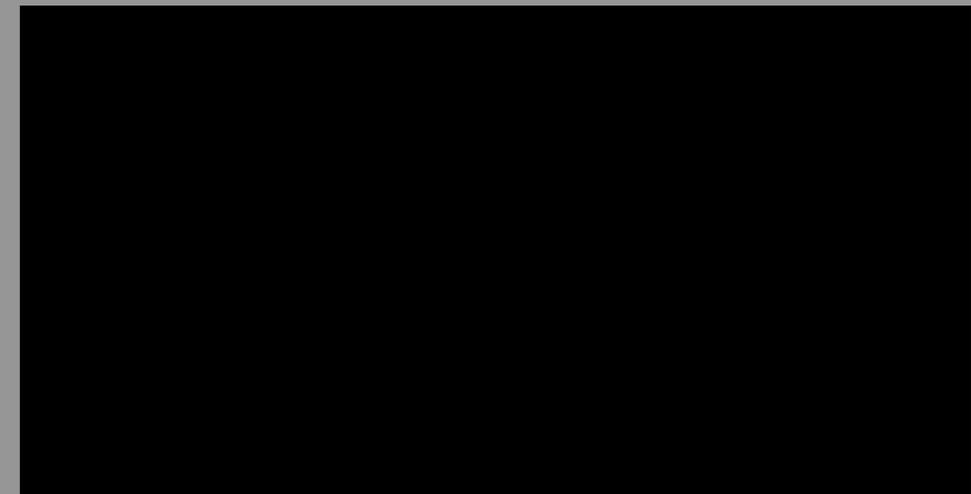


## Black

Like red, black has many (sometimes opposing) meanings. It can represent power, luxury, sophistication, and exclusivity. On the other hand, it can symbolize death, evil, or mystery. In apparel, black generally communicates formality (“black tie” parties) or mourning/sorrow (as the colour traditionally worn to funerals).

Alternate meanings: In some Asian and Latin American cultures, black is considered a masculine color. In Egypt, black signifies rebirth. Across many cultures, the color is associated with magic, superstition, or bad luck — or, similarly, the unexplainable or unknown.

In branding: Black is so widely used that it's almost a neutral, though it can still communicate the meanings above depending on context. Many designs are simply black and white, whether that's a deliberate choice or just to save money on colour printing. Colours always look brighter and more intense against black.

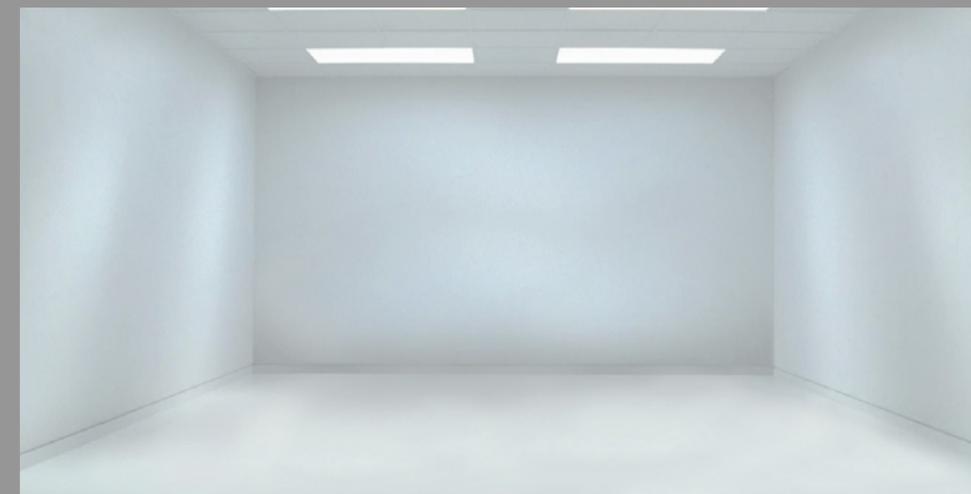


## White

White: As the colour of light and snow, white often represents purity, innocence, goodness, or perfection (and is traditionally worn by brides), but it can also come across as stark or sterile.

Alternate meanings: In China, white is the colour of mourning. It represents peace across many cultures — a white flag is a universal symbol of truce or surrender.

In branding: White often communicates simplicity or a clean, modern quality. Designers seeking a minimalist aesthetic will frequently use a lot of white.



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