

What color is your web site?

	Region	Significance	Example
red	US	Excitement, warning, sex	Stop signs, fire trucks, red light district
	UK	Authority, government	Mailboxes, buses, telephone booths
	China, Hong Kong, Taiwan	Communism, celebration, luck	Wedding dresses, lucky money fertility envelopes, red ink used in obituaries
	Japan	Passion, self-sacrifice, strength	Color of flag (rising sun)
	India	Birth, fertility	Wedding dress, henna color in hair
	Scandinavia	Strength	Eric the Red

purple	US	Nobility, law, bravery	Purple Heart, collegiate colors
	Latin America	Death	Purple flowers sent to funerals
	Italy	Religion, authority	Used by the Catholic church

blue	US	Justice, perseverance, trust	Uniforms, mailboxes
	Scandinavia	Cleanliness	Hospital supplies
	India	Heavens, love, truth	Krishna's skin
	Greece	National pride	Color of flag

white	US	Purity, innocence, virginity	Bedding, hospital uniforms, wedding gowns
	UK	Leisure, sports	Sportswear
	China, Hong Kong, Taiwan	Death, mourning, purity	Funeral clothing, packages
	India	Death, rebirth, serenity	Brahman (highest caste)
	Africa	Victory, purity	School uniforms of young girls

black	US	Death, sophistication, formality	Color of mourning, formal wear
	UK	Death, formality	Formal wear, color of taxis
	Mexico	Mourning, respect	Clerical robes

green	US	Environment, health, money	Highway signs, currency
	Ireland	Catholicism, nationalism	National color
	Germany	Hope, conservation	Police uniforms
	Arab Middle East	Holiness	Holy color of Islam

yellow	US	Caution, faith	Police area, yellow ribbon as symbol of faith
	Germany	Envy, jealousy	"Yellow with envy"
	Israel	Saintliness	Halo of God

