

Nature



All Vegetation



Lakes and Other Inland Waters



Emerald, Jade, and Other Gemstones



Fish



Birds

G R E E N



Cultural Meaning



China

studies indicate this is not a good color choice for packaging, green hats mean a man's wife is cheating on him.



France

studies indicate this is not a good color choice for packaging.



India

the color of Islam.



Ireland

religious significance (Catholic).

Some Tropical Countries associated with danger

Western Cultures

indicates go (safe) at traffic lights, environmental awareness, St. Patrick's Day, Christmas color (red and green).

G R E E N



Green






Green is the color of healing. Green personalities want to help every one. They are nature mothers. They make others feel at home in their house by putting them at ease. Peacemakers is their sworn duty. They even stop an argument between others by starting one themselves.

They prefer to watch rather than to become involved in others' business and usually keep their thoughts secret. Greens make good listeners and see more than one side to a situation without bias. They make the best of friends as they can keep a secret and are caring.

Green people need to be careful not to make martyrs of themselves. This is something they can easily so.



Project:	Color Brochure, Green
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Technical Level:	

Swatches

	Lime Green	primordial, extraterrestrial, electric, raw, stimulating, acidic, sour, cool
	Teal Green	dependable, dignified, secure, natural, professional, comfortable
	Light Gray Green - Celadon	peaceful, soothing, sophisticated, subdued
	Cyan Green	refreshing, stimulating, electric, clean, aquatic, whimsical, astringent
	Viridian Green - Blue-Based	cool, healthy, refreshing, relaxing, aquatic
	Medium Light Green	natural, healthy, botanical, refreshing, soothing
	Dark Forest Green	dependable, professional, secure, botanical, quiet, healthy, ecological, natural, steadfast, cool
	Green #1	lucky, healthy, coolhealing, botanical, ecological, natural
	Green #2	botanical, ecological, natural, refreshing, fresh, healthy
	Bright Avocado Green	sour, primordial, acidic, raw, botanical
	Olive Yellow Green	earthy, raw, sour



Personality

	Health	
	Freshness	
	Fruitfulness	
	Growth	
	Renewal	
	Envy	
	Peace	
	Tranquility	
	Good Luck	
	Coolness	
	Hope	
	Immaturity	

Other Symbolism

	Contemporary Culture	
	Traffic lights designating "Go"	
	ecology and conservation	
	American money (greenback)	
	Christmas	
	Optics/ Physiology	
	the most restful color to the eye	
	The range of green hues is very broad.	
	The lens of the eye focuses green light exactly on the retina.	
	OSHA Coding	
	used for designating safety and locations of first aid equipment	
	Historical/ Political Associations	
	Celtic Myths: the Green man was the God of Fertility	
	Fashion	
	avored by sophisticated Europeans for a long time	
	avocado greens: popular in the 60's in the US	
	stable pure shades of green: the color of the 90's	