

color across cultures

Color	Western Europe & North America	Asia	Middle East
 red	danger, anger, love, passion, excitement, action, adventure	joy, happiness, celebration, luck, prosperity	danger, evil, caution
 green	nature, progress, regeneration, eco-friendliness, luck, money, jealousy	youth, eternity, future, energy, exorcism, infidelity	fertility, strength, luck, wealth, prestige, spirituality
 blue	masculinity, calm, authority, trust, peace, sadness, calm, loyalty	femininity, immortality, wealth	protection, safety, heaven, immortality, spirituality
 orange	energy, vitality, adventure, creativity, caution, harvest, autumn, warmth	spirituality, love, immortality, good health	loss, mourning



Color	Western Europe & North America	Asia	Middle East
 yellow	hope, caution, joy, happiness, optimism, awareness, energy	sacredness, honor, royalty, power	happiness, prosperity
 brown	stability, comfort, practicality, earthiness, poverty, organic	earth, mourning	earth, comfort
 white	peace, holiness, purity, elegance, sterility, cleanliness	death, mourning, misfortune, humility	purity, mourning
 black	power, formality, control, force, death, mourning	masculinity, wealth, health, prosperity	mystery, evil, mourning, rebirth



thai color of the day

In Thai (and Khmer) tradition, each day of the week is assigned a specific color as well as a “bad luck color.” On Mondays, people will wear the lucky color red (but not unlucky blue), and so forth for the rest of the week.

Each day's color depends on both an astrological rule and the color of the Hindu god who protects that day.

The chart below lists the colors considered lucky and unlucky on each day of the week.

Day	color of the day	unlucky color	celestial body	God of the day
Sunday	red	blue	sun	Surya
Monday	yellow	red	moon	Chandra
Tuesday	pink	yellow & white	Mars	Mangala
Wednesday (day)	green	pink	Mercury	Budha
Wednesday (night)	grey	orange-red	-	Rahu
Thursday	orange	purple	Jupiter	Brihaspati
Friday	light blue	black & dark blue	Venus	Shukra
Saturday	purple	green	Saturn	Shani

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