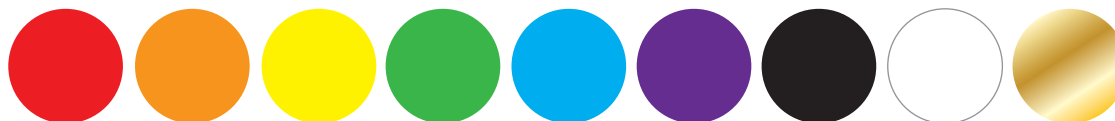


GLOBAL COLOR MEANINGS

Below are color associations from various regions around the world. Generalizations are made for continents; more specific information is available by country. These are basic cultural meanings; alternate meanings can be found in some consumer segments.



USA	dynamic anger passion	warm extrovert cheap energy	optimism imaginative sun	spring birth eco-friendly christmas	conservative water loyalty cool calm refreshing	mysterious complex creativity vanity	powerful death rebellion cool elegant	marriage angels clean hope	success
EUROPE	danger love excitement	autumn creativity	hope, joy cowardice weakness	environ- ment	soothing	royalty	death rebellion cool	marriage angels hospitals	success
CHINA	good luck	xxx	nourish- ment royalty	exorcism infidelity (female)	immortality	omen	youth (M)	death mourning	success
INDIA	sensual pure	sacred	popular attractive	life happiness	sacred change	unhappiness	death evil night	chastity purity rebirth mourning	strength fortune
JAPAN	life vitality instability	love	xxx	life energy eternal life	theatre supernatural ghosts villains	nobility	mysterious solemn	sacred pure death rebirth	xxx
AFRICA	life blood	xxx	mourning	nature	innocence	spirituality	darkness unity	brightness goodness	strength fortune
ASIA	luck happiness	sacred	against evil	authority eternity family	sinister self- cultivation	wealth omen	career knowledge	mourning	strength wealth
LATIN AMERICA	unity communica- tion	kinship	love	living willfully independent	intuition sacrifice	gratitude death	sacred listening	sharing pure	great value
NATIVE AMERICAN	faith	learning	love	will	intuition	wisdom	harmony	magnetism	xxx

For more specific color information, please contact us.

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