



The Color Purple

CORPORATE LOGOS

This year-end, our special feature on colors and their significance, focuses on the color Purple

Purple embodies the balance of Red's stimulation and Blue's calm. This dichotomy can cause unrest or uneasiness unless the undertone is clearly defined, at which point the Purple takes on the characteristics of its undertone. With a sense of mystic and royal qualities, Purple is a color often well-liked by very creative or eccentric types and is the favorite color of adolescent girls. The color Purple affects us physically too. It uplifts us; calms the mind and nerves; offers a sense of spirituality and encourages creativity.

The color Purple occurs rarely in nature and as a result is often seen as having sacred meaning. Lavender, Orchid, Lilac, and Violet flowers are considered delicate and precious.

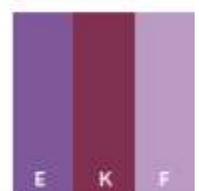
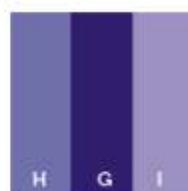
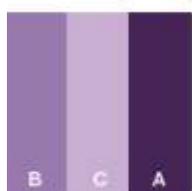
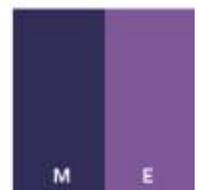
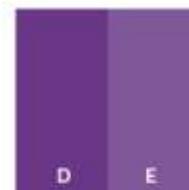
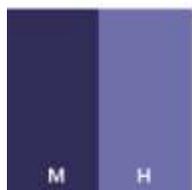
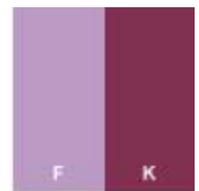
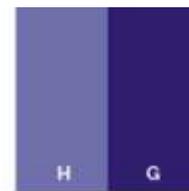
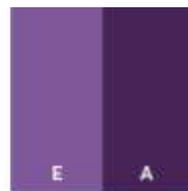


A purple postage stamp honored Queen Elizabeth II, 1958

The color Purple has a variety of effects on the mind and body, including uplifting spirits, calming the mind and nerves, enhancing the sacred, creating feelings of spirituality, increasing nurturing tendencies and sensitivity, and encouraging imagination and creativity.

Purple is associated with spirituality, the
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Violet & Purple Tone Color Combinations





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sacred, higher self, passion, third eye, fulfillment, and vitality. Purple helps align oneself with the whole of the universe.

Different shades, tints, and hues of Purple have different meanings. Light Purple hues represent feminine energy and delicacy, as well as romantic and nostalgic feelings. Dark Purple hues evoke feelings of gloom, sadness, and frustration. Bright Purple hues suggest riches and royalty.

Light Purple or Lavender is a feminine, graceful, elegant color that has long been associated with refined, wealthy women. While the color Purple represents royalty, Lavender represents beauty and femininity. Lavender is considered to be the "grown-up" Pink.

The color Purple and its lighter Lavender shades have a sacred place in nature, with Lavender, Orchid, Lilac, and Violet flowers considered delicate and precious. The color Lavender suggests uniqueness and specialness without the deep mystery of the color Purple.

Too much Purple brings out qualities of irritability, impatience, and arrogance. Too little Purple brings out feelings of powerlessness, negativity, and apathy.

Because the Purple color is created by combining a strong warm with a strong cool color, the color retains both warm and cool properties. On one hand, the color Purple can boost imagination and creativity, on the other, too much Purple can cause moodiness.

Throughout history, Purple robes were worn by royalty and people of authority or high rank. Many believe this to be true because the rare occurrence of Purple in nature made it one of the most expensive color dyes to create.

Purple or Violet gemstones are believed to increase your imagination, remove perceived spiritual obstacles, calm confrontations, and re-energize the learning of new things.

Additional words that represent different shades, tints, and values of the color Purple are Violet, Plum, Lavender, Lilac, Puce, Thistle, Orchid, Mauve, Magenta, Royal, Amethyst, Wine, Pomegranate, Eggplant, Mulberry.

In the traditional color wheel used by painters, Violet and Purple are both placed between Red and Blue.

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Logo Using Purple Color



In the Roman Catholic church, Cardinals wear red and Bishops wear purple



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Purple occupies the space closer to Red, between Crimson and Violet. Violet is closer to Blue, and is usually less intense and brighter than Purple.

While the two colors do look similar, from the point of view of optics there are important differences. Violet is a spectral, or real color - it occupies its own place at the end of the spectrum of light, and it has its own wavelength (approximately 380–420 nm). It was one of the colors of the spectrum first identified by Isaac Newton in 1672, whereas Purple is simply a combination of two colors, Red and blue. There is no such thing as the "wavelength of Purple light"; it only exists as a combination.

Pure Violet cannot be accurately reproduced by the Red-Green-Blue (RGB) color system, the method used to create colors on a television screen or computer display. It is approximated by mixing blue light at high intensity with less intense Red light on a black screen. The resulting color has the same hue but a lower saturation than pure Violet.

One curious psycho physical difference between Purple and Violet is their appearance with an increase of light intensity.

Violet, as it brightens, looks more and more blue. The same effect does not happen with Purple. This is the result of what is known as the Bezold - Brücke shift. ■

If you dislike Purple or Violet

- You are a realist with feet planted firmly on the ground.
- You may not be artistic, but like to be a critic!
- You prefer to conform to society's ideals rather than be individualistic.
- You are more interested in the present or the past than the future.
- You may be finding it difficult to express your creativity.

Know Purple Better

THE MEANING OF PURPLE AROUND THE GLOBE

- In Thailand, Purple is worn by a widow mourning her husband's death.
- In the U.S. military, the Purple Heart award represents courage. The Purple Heart is awarded to members of the United States armed forces who have been wounded in action.
- A man with the rank of Roman Emperor was referred to as "The Purple" - a name that came from the color of the robe he wore.
- In Japan, the color Purple signifies wealth and position.
- Purple was the royal color of the Caesars of Rome.
- In pysanky, the traditional Ukrainian form of egg dyeing, Purple speaks of fasting, faith, patience, and trust.
- Purple denotes virtue and faith in Egypt.
- In Tudor Britain, violet was the color of mourning, as well as the color of religious fervor.
- Traditionally, in Iran, Purple is a color of what is to come. A sun or moon that looks Purple during an eclipse is an omen of bloodshed within the year.

POLITICAL ASSOCIATIONS OF PURPLE

- In the United States, a state with equal distribution of Republicans and Democrats is referred to as a "Purple state."
- Julius and Augustus Caesar, Emperors of Rome, both decreed that only the Emperor could wear Purple. When Nero became Emperor, the wearing of Purple and even the sale of Purple was punishable by death! By the time of Alexander Severus, who was Emperor in Rome from 222 to 235 AD, all the workers who made Imperial Purple worked for the Emperor. Later, magistrates were allowed to wear togas decorated with Purple ribbons.

INTERESTING INFORMATION ABOUT PURPLE

- Purple was the color of the first dye made by man. It was called "Mauveine" and was made out of coal tar. The recipe was discovered by William Henry Perkin in 1856.
- Purple represents the planet Jupiter.
- February is the month associated with the color Purple and the birthstone for those born in February is amethyst.
- Purple Stones: Amethyst, Ametrine, Sugilite, Lavender Jade, Sugilite, Selenite, Iolite, Lavender Quartz, Lepidolite
- The Byzantine emperor signed edicts in Purple ink.
- Leonardo da Vinci believed that the power of meditation increases ten times when done in a Purple light, as in the Purple light of stained glass.
- The poem "Warning" by English poet Jenny Joseph begins with the line "When I am an old woman I shall wear Purple..." The poem and its famous Purple line has become a tongue-in-cheek reference to a woman's struggle with aging.
- Purple is the color of Madison Square Garden and seating for VIP's was once covered in Purple.
- Purple is the color of the highest denomination poker chip = \$5,000
- During the Silver Age of comic books, those with Purple on their covers sold better.
- In stained glass, the color Purple or violet is seen as uniting the "wisdom" of blue and the "love" of red and symbolizes justice and royalty.