**Purple, Lavender**

**Meaning**
- Purple is royalty.
- A mysterious color, purple is associated with both nobility and spirituality.
- Deep or bright purples suggest riches while lighter purples are more romantic and delicate.
- Purple is associated with creativity and moodiness, perhaps because of the conflicting red and blue base.
- Purple has a special, almost sacred place in nature: lavender, orchid, lilac, and violet flowers are often delicate and considered precious.
- Purple might suggest something unique or extremely special, but with an air of mystery.

**Variations**
- A deep eggplant purple with neutral tans or beige is an earthy, conservative color combination with a touch of the mystery that purple provides.
- Lavender has long been a favorite flower and color of genteel ladies. This shade of purple suggests refinement.

**How to Use**
- Lavender may be a good choice when you are targeting women and want to invoke feelings of nostalgia or romance.
- The opposites of hot red and cool blue combine to create this intriguing color.

**Purple Goes With...**

Take a look at purple on the color wheel.

![Color Wheel](image)

Adjacent colors = blue, red are harmonizing colors (adjacent) and often work well together but if too close in value they can appear washed out or not have enough contrast.

- Complementary colors = yellow, yellow-orange, are opposite each other on the color wheel are said to clash — not always a bad combination if used carefully.

**Purple Color Combos**

These color palettes feature shades of purple. Although I've made a few suggestions here and there about the 'amount' of each color to use, experiment. For best results don't use even amounts of each color in the palette.

Choose one or two dominant colors and use the rest for accents. Keep in mind that due to the differences between color in print and on the Web that these colors may not appear the same on paper as they appear here on the screen.

These aren't just random color combinations. Each of these are based on actual historic and modern formulas used in posters, packaging, ads, and other design work over the past century.
Opposites of purple and green make an attractive match with black and white added to the party.

Throw a reddish orange in the middle of green and purple.

These dusky shades of purple, pink, and blue have an earthy tone.

Relive the sixties with these pretty pinky purples and yellowish green.

Show your passion for purple with this selection of purples and blues. (Notice the formulas for the purples, each half of the one before it)

Golden yellows pops when placed on a background of purple. (Yes, it looks bluer on the Web but it really is purple in print.)

This peachy palette includes a mild purple and medium blue.

No shrinking violets here.
A modern mix of peach, orange, yellow, and dusky purple. [See more Current/Modern Color Palettes]
Deep purple, green, and browns show the typical Victorian era use of many colors - 7 here.