Red, Pink

Meaning
- Red is hot.
- It's a strong color that conjures up a range of seemingly conflicting emotions from passionate love to violence and warfare.
- Red is Cupid and the devil.
- A stimulant, it's the hottest of the warm colors.
- Studies show that red can have a physical effect, increasing the rate of respiration and raising blood pressure.
- Red is the color of happiness and property in China and is often used to attract good luck.
- It is often the color worn by brides in the East.
- In some cultures, red denotes purity, joy, and celebration.

Variations
- Pink is a softer, less violent red.
- Pink is the sweet side of red.
- Both colors denote love but while red is hot passion, pink is romantic and charming.
- Use pink to convey playfulness (hot pink flamingoes) and tenderness (pastel pinks).

How to Use
- Red is power, hence the red 'power tie' and the 'red carpet' for celebrities and VIPs (very important people).
- Use red when you don't want to sink into the background.
- Use red to suggest speed combined with confidence and perhaps even a dash of danger.
- Use red to grab attention and to get people to take action.
- In combination with green, red is a Christmas color — a joyful season.

Red Goes With...
Take a look at red on the color wheel.

Adjacent colors = yellow, orange and are harmonizing colors that often work well together but if too close in value they can appear washed out or not have enough contrast

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

Red Color Combos
These color palettes feature shades of red. Although there are 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.
This isn't a Christmas red and green.

Another red and green combo. Use lots of black and a bit of yellow to create an eye-popping look.

Rich maroon, teal, and green team up for this palette.

Your pastels won't be washed out with a judicious dose of black to make those pinks pop.

Medium and dark pinks with a mustard yellow, with a little bit of black and white.

Shades of pink with a burst of orange. Placing the blue between the orange and pink helps avoid visual vibrations.

Using the gray and beige colors in place of white with black and red softens this color scheme. (Ummm... I mixed that black wrong, it should be black not the gray it appears on screen)

Use the yellow sparingly against red or use a touch of red against a background of yellow for two entirely different eye-popping looks. (same as above, that should be black not dark gray)
Keep it simple with just two colors plus white - in this case a deep maroon red and a peachy pink.