

Archetypal Color Wheel

The archetypal representations of color are used in literature to communicate a message or underscore a theme. These common symbolic meanings are found primarily in the Western canon. Positive interpretations of the color are found within the wheel; negative interpretations are outside.



WHITE represents purity, innocence, timelessness, and the supernatural.
(mourning, emptiness, terror)

BLACK represents maturity, wisdom, elegance, sophistication, and mystery.
(death, chaos, evil)