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COGNITIVE MECHANISMS AND STRUCTURAL PATTERNS OF ENGLISH COLOR-BASED NEOLOGISMS (FROM THE 1980S TO THE PRESENT)

The study delves into English color-based neologisms from the 1980s to the present, with a particular focus on the underlying cognitive mechanisms (metaphor and metonymy) and word-formation patterns. The most common color-based neologisms were identified using neologism trackers, while the NOW (New on the Web) corpus of English and Google Ngram Viewer were additionally applied to trace their emergence and relative frequency at present. Our findings indicate that political and social developments are the primary drivers of new color-based coinages, with green, blue, red, and gray being the most productive color terms in English neology. In terms of structure, most of the neologisms under study are noun phrases of the ADJ + N type, followed by compounds and blends in frequency. The study explores how the traditional color symbolism (e.g., green as the color of nature, blue as the color of water) is perpetuated and further reinforced in new words and phrases (most notably in the environmental discourse), while also identifying new connotations color terms have acquired over the last decades as a result of economic and social development (e.g., orange as the color of cryptocurrency, purple as the color of women's rights and LGBTQ+). These findings illustrate a dynamic evolution in which historical symbolism remains embedded as new layers of meaning unfold. Diachronic shifts in metaphoric extensions of color terms and the role of digital communication in shaping their new connotations warrant further research, which could benefit from corpus-based approaches.
Keywords: *neologism, color term, metaphor, metonymy, corpus.*

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КОГНІТИВНІ МЕХАНІЗМИ ТА СТРУКТУРНІ МОДЕЛІ АНГЛІЙСЬКИХ НЕОЛОГІЗМІВ НА ОСНОВІ КОЛЬОРАТИВІВ (ВІД 1980-Х РОКІВ ДО СЬОГОДЕННЯ)

У дослідженні розглядаються англомовні неологізми на основі кольоративів (з 1980-х років до сьогодення), з акцентом на їхні когнітивні основи (метафору та метонімію) та словотвірні моделі. Нові слова та словосполучення на основі кольоративів були виявлені за допомогою трекерів неологізмів; також було залучено корпус NOW (New on the Web) та Google Ngram Viewer для аналізу їх вживання у дискурсі та відносної частотності. Результати показують, що основними чинниками виникнення нових лексем на основі кольору є політичні та соціальні зміни. Найпродуктивнішими для формування неологізмів є кольоративи green, blue, red та gray. За структурою більшість досліджуваних неологізмів належать до іменникових словосполучень типу ADJ + N, за якими за частотою слідують композити та бленди. Дослідження показує, що англомовні неологізми глибоко вкорінені у традиційну символіку кольорів (наприклад, зелений як колір природи, блакитний як колір води), але часто виявляють і абсолютно нові конотації, набуті кольоративами внаслідок економічних і соціальних змін (наприклад, помаранчевий як колір криптовалют, фіолетовий як колір жіночих прав і ЛГБТК+ руху). Результати дослідження ілюструють динамічну еволюцію лексики на основі кольоративів, де історичні значення зберігаються, та водночас виникають нові смислові нашарування. Діахронічні зміни в семантиці кольоративів і роль цифрової комунікації у формуванні їхніх нових конотацій потребують подальшого дослідження, зокрема з залученнями корпусних методів.
Ключові слова: *неологізм, кольоратив, метафора, метонімія, корпус.*

Introduction. It is well known that color names in English and other languages carry numerous figurative meanings, often shaped by metaphor and metonymy. As noted by R. Hamilton (2016), color is an extremely productive metaphoric field. It is deeply embedded in human cognition and communication, shaping the way we perceive and categorize the world. While color symbolism in language and culture is a prolific research area in its own right, a particularly intriguing issue is the use of color names in novel words and phrases emerging in response to societal, technological, and environmental changes. The purpose of our study is to analyze the cognitive and metaphorical foundations of color-based neologisms that have entered the English lexicon since 1980. Specifically, it investigates the extent to which traditional (stereotypical) color symbolism is preserved in new lexical items, the novel metaphorical meanings assigned to various colors in recent decades, and the dominant structural patterns of color-based neologisms. The relative lack of studies in this area and the exponential growth of new words in English are the main factors accounting for the relevance of our research.

Literature Review. English vocabulary tends to develop especially fast, with hundreds of new entries being registered in dictionaries every year. The structure, semantics and usage of English neologisms have become the subject of abundant linguistic literature over the last decade (Kerremans, 2016; Mattiello, 2017; O'Dell, 2016; Zatsnyi & Zaitseva, 2023; Zhalay et al., 2024, etc.). Various thematic groups of the newest English neologisms (from 2000) and ways of their translation are extensively covered in the *A Dictionary of English Neologisms of the 21st Century* (Kramar, 2022). A growing focus of scholarly attention is environmental neologisms, which reflect the global shifts in ecological awareness and sustainability (Sandyha & Oliinyk, 2020; Zella et al., 2025).

Another relevant strand of research is concerned with the meaning of color in language and culture. The seminal linguocultural study in this domain is *The meaning of color terms: semantics, culture, and cognition* by A. Wierzbicka (1990), where she emphasizes that, while the perception of color is largely the same for all people, its conceptualization differs significantly across cultures. However, she also notes the striking similarities, or universals, e.g., the opposition of black and white as projections of dark and light. An in-depth cross-disciplinary investigation of color semantics is presented in the monograph *Colour Studies: a Broad Spectrum*, edited by W. Anderson et al. (2014). Among other things, it demonstrates the value of diachronic approaches to figurative use of color terms based on corpus evidence and historical thesauri. Transformation of color semantics with the flow of time was also profoundly explored by R. Hamilton (2016) for both basic and non-basic color terms in English. She draws the conclusion that figurative meanings of color terms typically originate via metonymy but later may be extended into metaphorical mappings that generalize the meaning beyond direct experience and perception. This observation aligns with cognitive linguistics research (see Kövecses & Radden (1998) on the relationship between metonymy and metaphor).

Despite extensive research on color symbolism, the role of color terms in contemporary neology remains an understudied area. This study bridges the gap by delving into the cognitive, metaphorical and discursive mechanisms underlying newly coined color-based terms. Given the increasing role of color neologisms in political, environmental and digital discourse, this research intends to contribute to our understanding of how language encodes and reshapes cultural narratives.

Methodology

For the purpose of our study, we designed a mixed-method approach, combining qualitative and corpus-based analysis. At the first stage, we identified color-based neologisms by consulting various lexicographic resources, such as Oxford English Dictionary updates, WordSpy, Urban Dictionary, and the Cambridge dictionary blog "About Words". Then, we analyzed etymological, chronological and other contextual information for each item. To assess the relative frequency and usage trends of each neologism, we used the NOW corpus (Davies, 2017-) and Google N-gram Viewer, which provides insights into the emergence and gradual establishment of new words in discourse. The corpus data also helped us to trace the usage of terms with different meanings (such as *bluewashing, redwashing*, etc.). At the final stage, the cognitive mechanisms of color-based neologisms' formation were analyzed, with particular attention to new connotations acquired by color terms through the processes of metaphor and metonymy.

Results and discussion

It stands to reason that the most productive color in terms of neologism formation nowadays is green, which is strongly associated with environment protection and sustainable development. Corpus data clearly demonstrates a gradual rise of dozens of new phrases with this color name since the 1980s: it has essentially become synonymous with *sustainable* or *ecological*. As of 2025, the most widely used noun phrases of this kind are *green energy, green economy, green growth, green infrastructure, green finance, green hydrogen, green politics, green tax*. The requirements of sustainable development have made their mark on the employment sector, resulting in such coinages as *green skills* and *green jobs*, or *green-collar jobs* (formed by analogy to *white-collar* and *blue-collar jobs*). One of the most recent terms with *green* is *green fatigue*, which is highly metaphorical and carries a negative connotation, making it stand out among the rest. It means a feeling of exhaustion from ubiquitous environmental messaging, leading to disengagement. It is notable that the adjective *green* has become so institutionalized as a synonym for *sustainable* that it appears in the official name of a major US environmental proposal of 2019 – the *Green New Deal*.

Apart from the above-mentioned noun phrases, *green* tends to be featured in a plethora of compounds and blends. Without doubt, the most prominent of them is *greenwashing* (based on *whitewashing*, which metaphorically refers to deception), nowadays broadly used to expose exaggerated or fake claims about a company's or industry's eco-friendliness for marketing purposes. Over the last decade, this neologism has given rise to a large number of other blends following the same pattern (color name + *washing*), which will be discussed further on. Instead of the color component, new coinages may also feature general-meaning nouns and adjectives.

Lesser-known compounds and blends with *green*, identified in the corpus data, are the following:

– *greenhushing* – the opposite of *greenwashing*: keeping quiet about one's sustainability efforts to avoid criticism;

– *greenbashing* – criticism of eco-friendly efforts made by others as insufficient or ostentatious;

– *greenlash (green + backlash)* – resistance to new ecological laws and regulations;

– *greenflation (green + inflation)* – inflation attributed to the transition from non-renewable to renewable energy sources;

– *greentailing (green + retailing)* – eco-friendly retailing practices;

– *greenscaping (green + landscaping)* – creating urban landscapes centered around green areas;

– *greenager (green + teenager)* – a teenager who is committed to climate action and environmental activism.

Interestingly, the environmentalist movement has recently adopted various shades of green to define the spectrum of approaches to sustainability and ecological action. Within this theory, *bright green environmentalism* is the most optimistic and technology-reliant, *dark green* is more radical and anti-consumerist, *light green* is mainstream and emphasizes personal choices, *deep green* is philosophical and biocentric. We can safely claim that the entrenchment of *green* in political and economic discourse represents a shift from metaphor to metonymy, where *green* directly stands for eco-friendly policy without even needing explicit comparison.

The second most broadly represented color in English neologisms is blue. In the vast majority of cases, it symbolically refers to water and marine ecosystems. As suggested by corpus evidence, the most common coinages based on this color term are the following:

– *blue economy* – the concept of sustainable economy based on the ocean resources;

– *blue growth* – the EU concept of sustainable development in the marine sector;

– *blue carbon* – carbon that is captured and stored in marine environments, especially in coastline ecosystems, and is of crucial importance for global carbon sequestration;

– *blue food* – food sourced from aquatic environment;

– *blue spaces* – areas dominated by water reservoirs or streams (also known as *blue infrastructure*);

– *blue belt* – an area of protected coastline;

– *blue therapy* – healing effect ascribed to water spaces and the sea in particular;

– *blue mind* – the state of calm that people arguably experience near water.

– *bluewashing* (based on *greenwashing*) – false or exaggerated claims about a company's commitment to ocean protection and water sustainability.

Remarkably, the above-mentioned term *bluewashing* may have another meaning in the media, with *blue* conveying an entirely different symbolism. It denotes fake claims or overstatement of a company's contribution to ethical social practices and human rights in general. This neologism was first used in relation to the United Nations Global Compact of 2000 and referred to blue as the color of the UN flag and branding. Later, however, it acquired a wider meaning of formally supporting ethical causes but doing otherwise.

Furthermore, blue color has deeply entrenched political connotations. In the US politics, blue is symbolically associated with the Democratic party, giving rise to the neologisms *blue state* (a state that tends to vote for the Democrats throughout multiple elections) and *blue shift* (the phenomenon when Republicans seem to lead on the election night but this result is reversed when in-mail ballots are counted, which typically happens later). In the politics of Latin America, the term *blue tide* reclaiming of power by right-wing governments in the 2010s after a period of left-wing victories in the region.

In popular culture and online communication, the term *blue pill* has been used extensively since the turn of the century. It alludes to the legendary 1999 film *The Matrix* and refers to the state of blissful ignorance and unawareness as opposed to the *red pill*. Apart from that, the term *little blue pill* is a common informal label for Viagra, a well-known medicine for erectile dysfunction.

The color red conveys a number of different meanings in English neologisms, but it is predominantly featured in the field of politics. First of all, it symbolizes the Republican party in the phrase *red state* (coined in 2000 to denote a state consistently voting for the Republicans as opposed to a *blue state*). *Red capitalism* (coined around 1990) refers to the unique mixture of the Communist ideology and capitalism in China and other East Asian countries. The term *redwashing* (a blend of *red* and *whitewashing*) has been used since the 2010s regarding the superficial support for Indigenous rights, especially in Canada and Australia. Beyond these regions, however, it has acquired a broader meaning of pretense support for leftist or socialist causes by corporations or brands. Thus, in this ambivalent term, the color red may symbolize either Native heritage or leftist ideas. The more informal neologism *red-collar job* refers to the government employees and civil servants. This naming is attributed to the fact that US government workers receive their salary from the so-called red-ink budget (US federal budget).

Well established today is also the coinage *red pill*, originating from *The Matrix*. In the movie, taking the red pill means awakening to painful truth and escape from ignorance (symbolized by the blue pill). This catchy metaphor quickly permeated philosophical and countercultural discussions centered on the illusory nature of things. Starting with the 2010s, however, it has increasingly become associated with the extreme misogynist movement or far-right communities, which are mainly active on Reddit. In this context, a *red-pilled* person is someone who has rejected the mainstream beliefs about gender or power dynamics in the society and has thus become "enlightened". The term has gained wide reception and is now included in Cambridge and Merriam-Webster dictionaries.

The color red is also prominent in some cybersecurity terms, where it signifies defense against cyberattacks. More profoundly, though, the origin of their color symbolism lies in the political sphere as well. For example, *red teaming*, which denotes a practice of simulating a cyberattack to test a system's security, dates back to the period of the Cold War, where the US military simulated enemy attacks by the Soviet Union (hence color red as the symbol of Communism). It is nowadays a common practice in the IT industry, particularly in AI development. A *red hat hacker* (as opposed to *white hat hacker* and *black hat hacker*) is one who fights cyberattacks, often with retaliatory tactics. The latter was likely influenced by *red teaming*, but the political background was completely erased.

Red conveys the meaning of alert and danger in the widespread phrase *red flag*: while its metaphorical usage as a signal of danger appeared in English about 2 centuries ago, it has spiked over the last 10 years in Internet communication and slang. Its meaning has broadened to cover any minor suspicious behaviors or processes, especially in romantic relationships.

Orange and yellow are relatively rare in English neologisms as they are non-primary colors with less entrenched symbolism. However, the association of orange with creativity and vitality led to the emergence of the notion of *orange economy* (coined around 2013) referring to industries based on creativity, culture, and intellectual property, such as music, film, fashion, design, and digital media. The term *orange-collar job* is occasionally used regarding prison workers due to the color of prisoners' uniforms. Quite recently, the term *orange pill* has been coined in the cryptocurrency community, as a play on the above-mentioned dichotomy of red and blue pills, inspired by *The Matrix*. This neologism is based on the color of Bitcoin and denotes a person who is a fervent Bitcoin investor. Occasionally, *orange-pill* is used as a verb meaning "to convince someone to invest in Bitcoin". A 2024 CNBC article on Donald Trump features this jargon term in the title: "How Trump was orange-pilled by three bitcoiners in Puerto Rico and the promise of $100 million" (MacKenzie, 2024). The cryptocurrency community has also coined the term *orange-washing*, referring to misleading claims about a company's dedication to cryptocurrency. The color orange thus becomes a stand-in for the entire Bitcoin movement, showing a metonymic extension.

The color yellow is featured in a couple of names for recent protest movements. Particularly, a grassroots movement against inequality in France in 2018-2020 was called the *Yellow Vests* protest due to the safety vests worn by the participants as a symbol of working-class industries. In the context of the Russia-Ukraine war, the movement of resistance in the occupied territories of Ukraine has been named *Yellow Ribbon* (Ukr. Жовта стрічка), supposedly due to yellow being one of the colors of the Ukrainian flag.

The brown color is predominantly associated with the environmental pollution. For example, *brown economy* describes economic development that heavily relies on ecologically destructive forms of energy, i.e., fossil fuels (in contrast to *green economy* and *blue economy*). The term *brownfield* denotes an abandoned piece of land that may be polluted and thus requires a thorough cleanup before the development. Interestingly, *brownfield* has received a metaphoric reinterpretation in software development as working with or

integrating into existing software systems rather than creating from scratch (the so-called *greenfield development*). *Brown-collar job* is a term occasionally used for occupations in the military field; however, some authors employ it to refer to low-wage occupations for Latino immigrants in the US.

English neologisms based on pink color mainly perpetuate its deeply embedded figurative association with femininity. The most common and relatively well-established neologisms with this semantics are:

– *pink tax* – the tendency for women-targeted products to be more expensive than men-targeted ones, even though the items may be similar in characteristics;

– *pinkification* – imposing stereotypical femininity in marketing products for girls;

– *pink-collar job* – employment in the sectors that have traditionally been female-dominated, i.e., nursing, teaching, secretarial and clerical work;

– *pinkwashing* – false or exaggerated claims by a company about investing in breast cancer awareness and treatment.

The latter neologism, however, has recently acquired another meaning – the tendency of corporations or governments to exploit LGBTQ+ support for PR while not backing real change (*rainbow washing* is another term for this phenomenon). Moreover, association of pink color with LGBTQ+ community is manifested in the novel phrase *pink economy* (or *pink money*), which means the purchasing power of homosexual and non-binary people.

In the field of politics, pink appears in the neologism *pink tide*, which emerged in the early 2000s to describe the left-wing shift in Latin American governments. Remarkably, pink stands here for a softer or "watered-down" version of red, which symbolizes full-scale socialism. Since the 2020s, this term has resurfaced in political discussions with leftist leaders coming to power in Chile and Colombia.

In the food industry, the derogatory term *pink slime* is used for controversial low-quality meat filler produced from beef trimmings. In 2012, it was metaphorically reinterpreted in the neologism *pink slime journalism*, which refers to local news sites that disguise propaganda or lobbyism as legitimate reporting. The concept gained particular popularity in the context of the 2024 US presidential elections. The proliferation of AI-generated materials exacerbated the problem of poor-quality and biased reporting even further. *Pink slime* is one of those remarkable cases when a color-based neologism is repurposed for a totally different domain: here, the basis for the comparison is allegedly the low nutritional value and quality of both products under question – the meat filler and the information from dubious resources.

Neologisms based on the color purple demonstrate the newly acquired symbolic association of this color with feminism and women's rights. The term *purple economy*, coined in the 2020s and promoted within the framework of the United Nations, denotes a new vision of a sustainable and egalitarian economy, where caring work is emphasized as a crucial part of human wellbeing. The term *purplewashing* derides the practice of supporting gender equality on paper, without any real action. Therefore, while pink color is chiefly linked to traditional and even stereotypical femininity, purple symbolizes the political and economic position of women in society.

Moreover, in English neologisms, purple may convey the meaning of hybridity and blending, based on the fact that this color is in fact a mixture of blue and red. For instance, in the US, a *purple state* is another name for a swing state, which votes either for Democrats (blue) or Republicans (red), with equally the same level of probability. In the manosphere (the community centered on masculinity and misogyny), a *purple pill* refers to the middle ground between extreme misogyny (*red pill*) and mainstream views (*blue pill*). The term *purple-collar job* (not widely used yet) signifies employment in the field requiring a mixture of technical and creative skills, thus representing a merging of blue- and white-collar jobs.

Similar to purple, gray also tends to symbolize the state of "in-betweenness" and ambiguity. For instance, a *gray-hat hacker* is a hacker who may occasionally violate ethical norms or laws without committing grave offences (thus being in between the *white hats* and the *black hats*). *Gray economy* refers to economic activities that are neither fully legal nor entirely illegal (also known as *shadow economy, informal economy*). A *gray-collar job* involves a combination of physical and intellectual labor (nurses, lab technicians, electricians, etc.): the term is therefore very similar to *purple-collar job*, but significantly more common. Furthermore, the gray color may convey negativity, as a color close to black in the spectrum. A notable example is *gray-sky thinking* (a play on *blue-sky thinking*), meaning pessimistic worldview and thoughts. *Gray Thursday* has been suggested as the name for Thanksgiving Day (Thursday) being overtaken by early start of Black Friday sales. This neologism emerged in the early 2010s when large US retailers started opening stores on Thanksgiving evening, refusing to wait for Black Friday. It is therefore often discussed in the context of waning holiday spirit, overshadowed by rampant consumerism.

However, the vast majority of neologisms with *gray* are associated with old age, based on the culturally entrenched symbol of gray hair. The most common neologisms with this metaphoric meaning include:

– *gray ceiling* (a play on *glass ceiling*) – the barriers older people encounter in their career advancement due to ageism (also known as *silver ceiling*);

– *gray divorce* – divorce among older couples, which has become more frequent over the last decade (the divorcees are sometimes referred to as *silver splitters*);

– *gray tsunami* – the aging population crisis related to retiring Baby Boomers (also known as *silver tsunami*);

– *gray dollar* (Br. *gray pound*) – the purchasing power of the elderly population as consumers;

– *gray nomad* (chiefly Australian) – an elderly person who travels around the country, often in a recreational vehicle;

– *graycation* (a blend of *gray* and *vacation*) – going on holiday with grandparents.

As evident from the above, *gray* can be often interchanged with *silver* in age-related neologisms; however, *silver* counterparts may sound more respectful and convey more positive connotations. For example, *silver economy* refers to the system of products and services that satisfy the needs of the older generation; *silver workforce (workers)* describes older employees who continue working after retirement.

Regarding the white color, English neologisms exploit and reinforce its tight association with the White race, as was expected from the outset. For example, some relatively new terms in the discourse on race include:

– *white guilt* – the notion of collective responsibility of white people for the oppression of other races;

– *white savior* – a sarcastic label for a white person who tries to help, liberate or encourage non-white people, out of internalized feelings of guilt;

– *white fragility* – the tendency of white people to react defensively when confronted with racial issues (the term was coined by professor Robin DiAngelo).

Apart from this, white carries the symbolism of innocence and purity, especially in binary terms where the opposite notions are represented as black. For example, a white-hat hacker is an ethical hacker who protects systems from cyber threats. *White hydrogen* is one of the terms for pure, carbon-free hydrogen formed naturally in the earth. *White economy* refers to economic activities that are taxed and properly regulated, as opposed to *shadow*, or *gray economy*. The term *white pollution* denotes environmental pollution due to waste plastic and nylon bags. In the latter case, *white* does not symbolize innocence and benevolence, though, but rather bears connection to the predominant color of plastic waste.

Similar to white, the black color often appears in race-related neologisms. These include:

– *Black tax* – the financial burden of Black professionals who need to support their extended families due to deeply rooted racial inequality (the term originated in South Africa);

– *Black excellence* – a movement celebrating the achievements of Black individuals in various fields;

– *blackfishing* – the phenomenon when a non-Black person adjusts their appearance and general image on social media to look like a Black person.

The black color can also symbolize a malicious intent (e.g., *black hat hacker*) or extreme secrecy. The latter meaning is best illustrated by the terms *black operation* (a covert military or intelligence operation) and *black budget* (classified government budget for espionage and other covert activities), which emerged in the second half of the 20th century. A more recent example is *black box AI*, which denotes an artificial intelligence system whose inner workings are not divulged to users and may not be fully fathomable even to its developers.

However, in neologisms, malice and secrecy are even more frequently symbolized with the attribute *dark*. It is broadly represented in the field of technology, e.g., *dark web* – hidden part of the web, where illegal activities often occur; *dark patterns* – deceptive and manipulative web design tricks; *dark social* – interactions on social media that cannot be traced easily; *dark data* – untapped data that companies gather and store but fail to analyze for insights. However, new expressions with *dark* span across many other areas, including psychology, travelling and even gastronomy: *dark triad* – a set of negative personality traits (narcissism, Machiavellianism and psychopathy); *dark empathy* – using one's acute understanding of others' emotions for manipulative purposes; *dark tourism* – visiting cemeteries or places of tragedy out of interest; *dark store* – a warehouse used for online shopping only; *dark kitchen* – restaurants with no dining space working for delivery. It can be assumed that the attribute *dark* is preferred over *black* when referring to secret, hidden or harmful activities due to its more generic nature, encompassing different shades and nuances.

Conclusion. Novel color-based vocabulary in English is firmly grounded in traditional symbolic associations, especially as far as primary colors are concerned. Our study reveals that green, blue, red and gray are the most productive colors in English neology formation. Green has become deeply entrenched in both informal and institutional discourses as a symbol of eco-friendliness and sustainability. The traditional symbolism of blue as the color of water is giving rise to a large number of neologisms related to marine environment and ocean protection.

At the same time, we can see that color terms may acquire new metaphoric connotations due to novel cultural phenomena: this is best exemplified by red pill and blue pill, which originated from the legendary 1999 film *The Matrix* and have since been extensively used in political and social discussions. More recently, this metaphor has been reappropriated in the term *orange pill*, which denotes a person's dedication to Bitcoin investing and stems from the color of Bitcoin logo.

Another remarkable finding is that closely related colors may emphasize different aspects of the same phenomenon. Thus, through the lens of neology, both pink and purple colors are symbolically related to female gender, but in different ways: pink conveys the stereotypical femininity, whereas purple refers to women's struggle for equality. Likewise, the gray color foregrounds the negative aspects of old age, while silver is featured in neologisms that represent old age more positively or respectfully (*silver economy, silver workforce*, etc.).

In terms of structure, most color-based coinages are noun phrases of the ADJ + N type and compounds, followed by blending in frequency. Blends of the structure 'color name + *washing*' (initiated by *greenwashing*) are extremely prolific and now run the gamut from white to black. Another vastly productive pattern is the designation of white-collar vs. blue-collar jobs, which now has been expanded to incorporate the entire color spectrum.

We believe it is important to continue tracing the emergence and development of color-based neologisms in English and other languages to identify the new symbolism colors acquire in the culture. Promising lines of further research in this area would be cross-linguistic analysis of color-based neologisms and psycholinguistic exploration of associations they evoke.

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