Media Color Functions in CO2 Incubators

Most cell culture media works in the following way: It is a balance between CO2 and bicarbonate (baking soda). The CO2/bicarbonate balance affects the pH of the media, which in turn affects the color of the media (so it's easy to diagnose when there is a problem).

Most cells grow well at pH 7.4
Most media is:
Purple at pH 7.8
Pink at pH 7.6
Red at pH 7.4
Orange at pH 7.0
Yellow at pH 6.5

If the CO2 level is too high, this will drop the pH to acidic which causes yellow media.

If the CO2 level is too low, the media will be alkaline and turn purple.