Reading: The importance of color in business

Main Ideas

Check (✓) the main idea of the article.

___ 1. Companies don't care if you remember their colors, as long as you buy their products.

___ 2. Companies use color so you will notice them and remember their company when you see their colors.

___ 3. Blue is a good color for computer companies.

___ 4. Many companies use green because it shows they care about the environment.

Details

A. Complete the chart with information from the article.

Name of company	Company colors	Feelings that colors give
McDonald's	red and yellow	bright, cheerful
		dependable, peaceful, powerful
	variety of colors	
BP		
	brown	

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B. **Write one or two sentences to describe each company, their colors, and the meaning of the colors. Use your answers from Activity A.**

1. McDonald's: McDonald's uses red and yellow because they are bright and cheerful colors
2. UPS: _____
3. computer companies: _____
4. BP: _____

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