

# *WHAT ATTRIBUTES DO COLORS COMMUNICATE?*

**WATCH THE VIDEO AND COMPLETE THE CHART WITH THE WORDS IN THE BOX.**

**PURPLE** / optimism & growth / **ORANGE** / M&M / Coca Cola / ambition & royalty  
/ power & desire / New York / **YELLOW** / integrity & reliability / vitality & success /  
**GREEN**

| COLOR       | ATTRIBUTES          | EXAMPLE                |
|-------------|---------------------|------------------------|
| <b>BLUE</b> |                     |                        |
|             |                     | <b>Garnier Fructis</b> |
|             | energy & creativity |                        |
|             |                     | <b>France</b>          |
| <b>RED</b>  |                     |                        |
|             |                     | <b>Prince (artist)</b> |