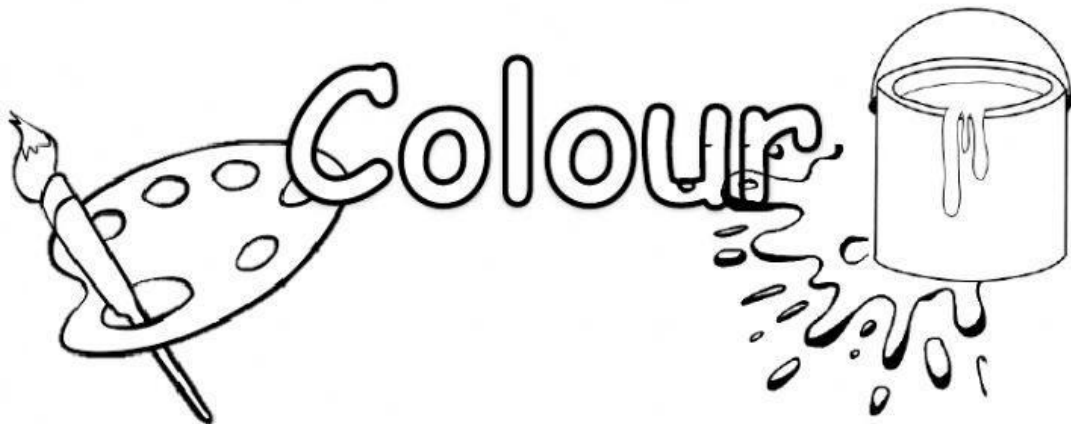


COLOUR SYMBOLISM



Red ●	Nature, freshness, jealousy, abundance, wealth, humble, luck, health
Blue ●	Evil, Energy, warmth, heat, appetite, stop, anger, love
Green ●	Purity, clean, modern, innocence, peace, emptiness, sophistication
Yellow ●	Feminine, softness, love, birth, playfulness, compassion, nurturing
Pink ●	Evil, elegance, mystery, grief, death, formal, official, security, success, wealth, illegal
Black ●	Royalty, pain, authority, nobility, creativity, magic, wisdom
White ●	Vibrant, bright, ideas, happiness, cowardly, warning, youthful
Purple ●	Sadness, calm, coolness, refreshing, spirituality, masculinity, trust, strength

COLOUR SYMBOLISM

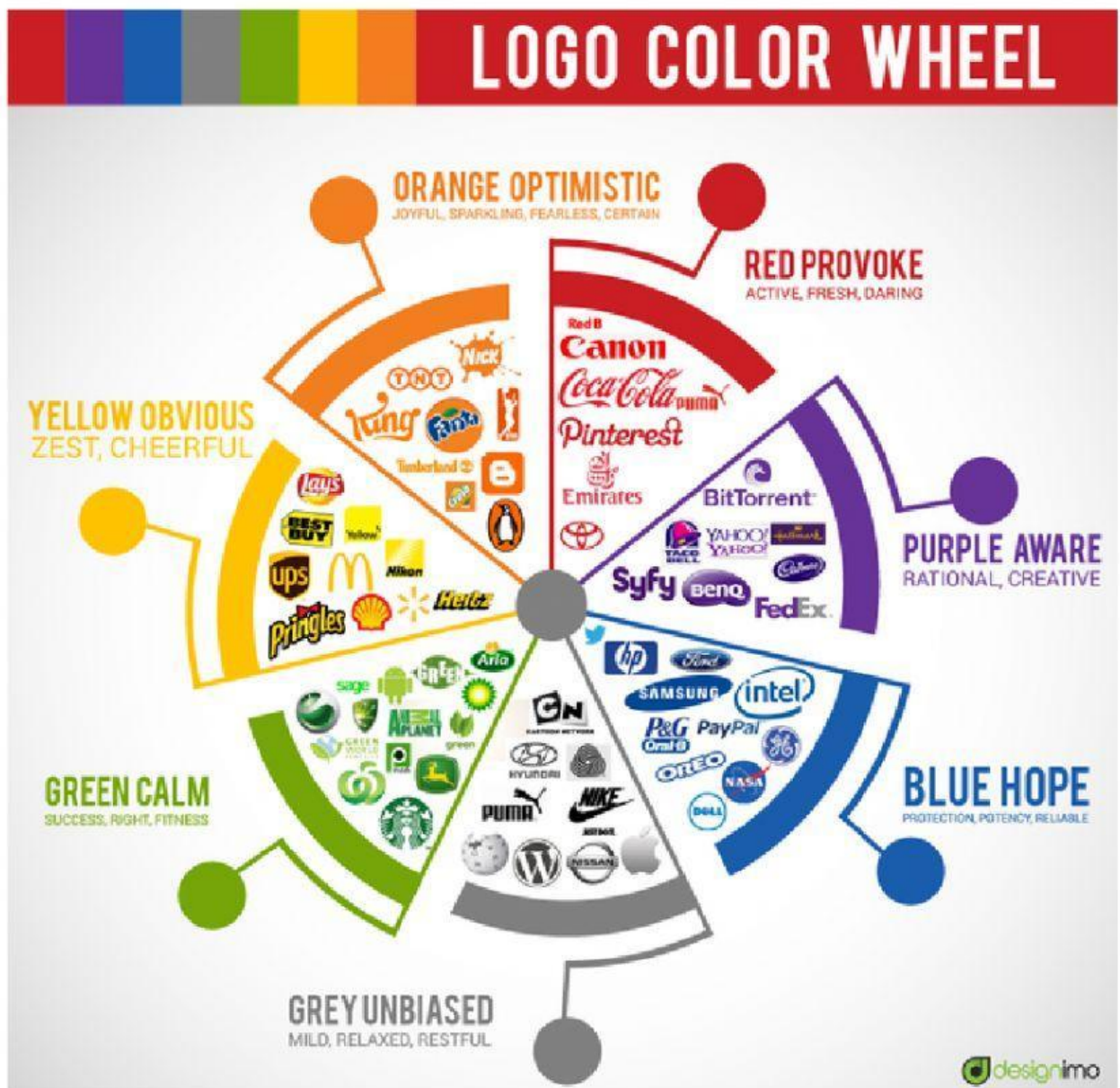
Colour is an important element of visual language. Not only are some colours more eye-catching, they can also be used to represent an idea, a message or a mood.

The Psychology of Colour in Advertising:



COLOUR SYMBOLISM

« While **red** signifies **danger** it can be used to good effect in **marketing** campaigns which need to evoke **strong emotions**. Red is associated with **passion** and **love** but its strong intensity also signifies excitement, determination and courage. » (Read the full article by clicking on the link above).



COLOUR SYMBOLISM

CLARITY WARMTH OPTIMISM	FRIENDLY CHEERFUL ENTHUSIASM	ENERGY PASSION APPETITE
HEALTH NATURE WEALTH	WISDOM ROYALTY CREATIVITY	PEACE SECURITY RELIABILITY

The psychology of colors in marketing

PURPLE	BLUE	GREEN	YELLOW	ORANGE	RED	WHITE	BLACK
Association: Wisdom, wealth, royalty, power, luxury, magic	Association: Depth, stability, wisdom, trust, confidence	Association: Growth, health, harmony, safety nature.	Association: Energy, happy, warming, attention	Association: Enthusiasm, heat, success creativity	Association: Passion, energy, strength, love, power, determination	Association: Purity, light, clean, sterile, innocent, spacious	Association: Power, mystery, elegance, evil, mourning, death
Mood: Powerful, calming, strength	Mood: Calming	Mood: Calm, refreshed	Mood: Aggravation, joy	Mood: Warmth, excitement	Mood: Intensity, angry, excitement	Mood: Cold, unfriendly	Mood: Confident, calm, stable, mysterious

Colour theory in advertising

COLOUR SYMBOLISM

Now take the color symbolism quiz:

« What is the color _____ used to symbolise?

https://www.artyfactory.com/color_theory/color-symbolism-quiz.html

What score did you get? _____/10

Ready for another quiz?

<https://www.tolearnenglish.com/exercises/exercise-english-2/exercise-english-53088.php>

Write your score down: _____/100%

Your task:

Design the logo of your company and choose the colors according to the message you want to convey in your product or service. Explain your choices.