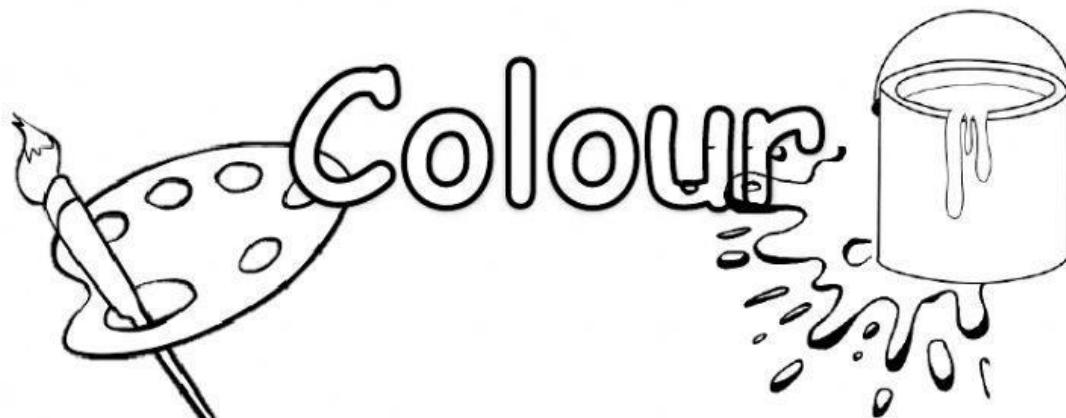




# COLOUR SYMBOLISM



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

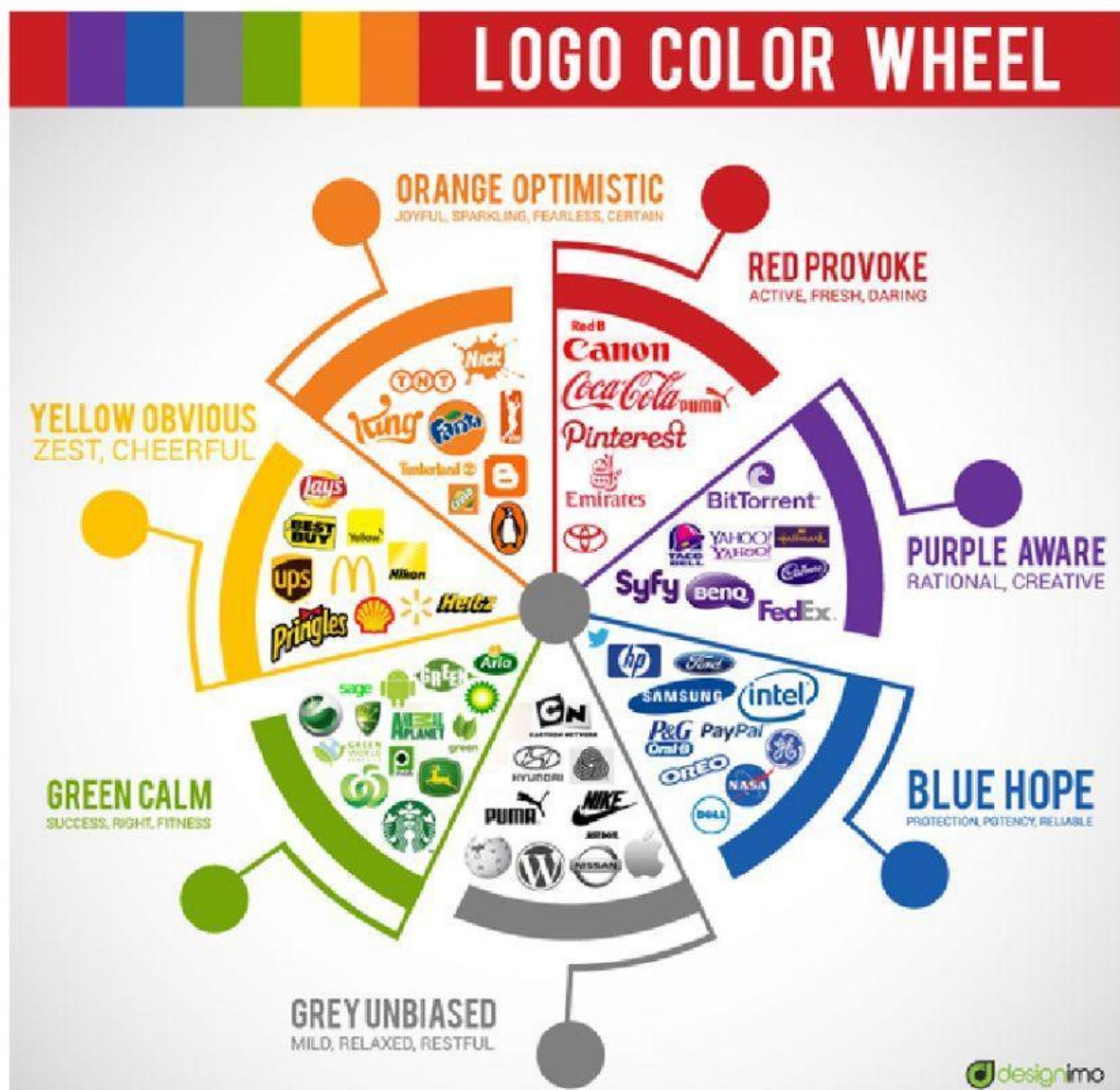


<https://www.newdesigngroup.ca/graphic-design/psychology-colour-advertising/>

# 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).



designimo



# COLOUR SYMBOLISM



*The psychology of colors in marketing*

PURPLE	BLUE	GREEN	YELLOW	ORANGE	RED	WHITE	BLACK
<b>Association:</b> Wisdom, wealth, royalty, power, luxury, magic  <b>Mood:</b> Powerful, calming, strength	<b>Association:</b> Depth, stability, wisdom, trust, confidence  <b>Mood:</b> Calming	<b>Association:</b> Growth, health, harmony, safety nature.  <b>Mood:</b> Calm, refreshed	<b>Association:</b> Energy, happy, warming, attention  <b>Mood:</b> Aggravation, joy	<b>Association:</b> Enthusiasm, heat, success creativity  <b>Mood:</b> Warmth, excitement	<b>Association:</b> Passion, energy, strength, love, power, determination  <b>Mood:</b> Intensity, angry, excitement	<b>Association:</b> Purity, light, clean, sterile, innocent, spacious  <b>Mood:</b> Cold, unfriendly	<b>Association:</b> Power, mystery, elegance, evil, mourning, death  <b>Mood:</b> 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.artfactory.com/color\\_theory/color-symbolism-quiz.html](https://www.artfactory.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.*