

Red •

Blue •

Green •

Yellow •

Pink •

Black •

White •

Purple •

Nature, freshness, jealousy, abundance, wealth, humble, luck, health

Evil, Energy, warmth, heat, appetite, stop, anger, love

Purity, clean, modern, innocence, peace, emptiness, sophistication

Feminine, softness, love, birth, playfulness, compassion, nurturing

Evil, elegance, mystery, grief, death, formal, official, security, success, wealth, illegal

Royalty, pain, authority, nobility, creativity, magic, wisdom

Vibrant, bright, ideas, happiness, cowardly, warning, youthful

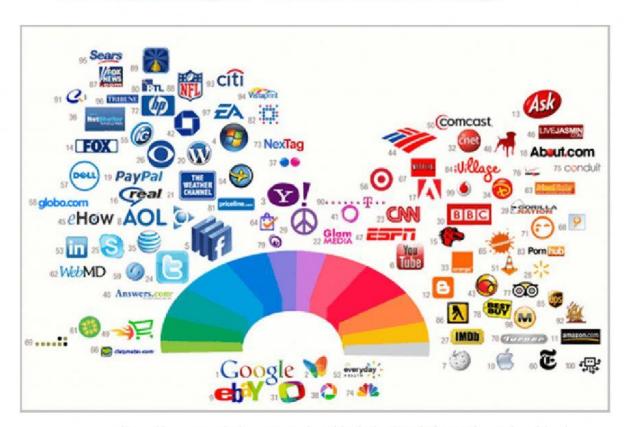
Sadness, calm, coolness, refreshing, spirituality, masculinity, trust, strength





**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:

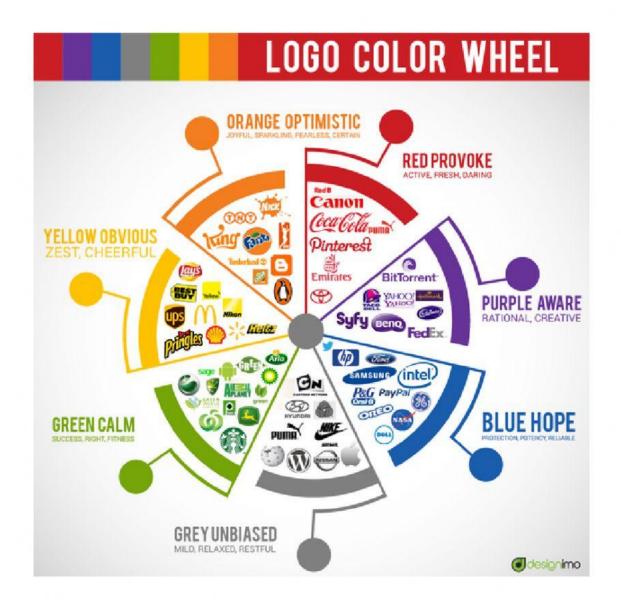


https://www.newdesigngroup.ca/graphic-design/psychology-colour-advertising/





« 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).







The psychology of colors in marketing

PURPLE	BLUE	GREEN	YELLOW	ORANGE	R <b>E</b> D	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	<b>Mood:</b> Calm, refreshed	Mood: Aggrivation, joy	Mood: Warmth, excitement	Mood: Intensity, angry, excitement	Mood: Cold, unfriendly	Mood: Confident, calm, stable, mysterious

Colour theory in advertising



Now take the color symboli	sm quiz:
« What is the color	used to symbolise?
https://www.artyfactory.com	m/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.

