2NDO DE IPA

Reading comprehension

Effective color combinations for food marketing

fast food / healthy / refreshing / luxury and sophistication

- **Red and yellow**: This color combination is commonly used in _____ branding and advertising because it creates a sense of excitement and urgency.
- **Green and brown**: This combination creates a natural and organic feel, making it ideal for promoting _____and sustainable food products.
- **Blue and white**: This combination creates a calming and _____ effect, making it a popular choice for water and beverage brands.
- **Purple and gold**: This combination creates a sense of _____ and _____, making it a good choice for premium food products or brands.

LIVEWORKSHEETS