

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
BLUE		
		Garnier Fructis
	energy & creativity	
		France
RED		
		Prince (artist)