Objectif: speaking about colorful business visuals.

Color and branding ➡ What does color say about your business?

https://www.youtube.com/watch?v=QMXlSwMcZag

Activity 1

Listen once the document and present it using the next taglines *(phrases d'accroche):*

a. *The video is about…*
b. *We discover that …*
c. *The positive meaning or symbolism of colors are used by companies to …*

Activity 2

Listen the document again and find the words created with these components:

Play

Warm

Youth

Loyal

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Activity 3

Listen the first part of the document and describe the next colors:

a. Green is often used to show ... and can also mean ...
b. Blue creates ...
c. Orange can show ... and can also mean ...
d. Purple symbolizes ... and can be used to represent ...
e. Red can represent ...
f. Yellow is associated with ...

Activity 4

Which colors are related to these concepts?

- Energy and sunshine
- Eco friendly practices and growth
- Luxury and sophistication
- Security and trust
- Good health
- Loyalty and success

Activity 5:

Observe these company logos and explain the use of these specific colors for their visual:

a. b. c. d. e. f.

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