

Objectif: speaking about colorful business visuals.

Color and branding What does color say about your business?



<https://www.youtube.com/watch?v=QMXISwMcZag>

Activity 1

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

- The video is about...
- We discover that ...
- 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:

