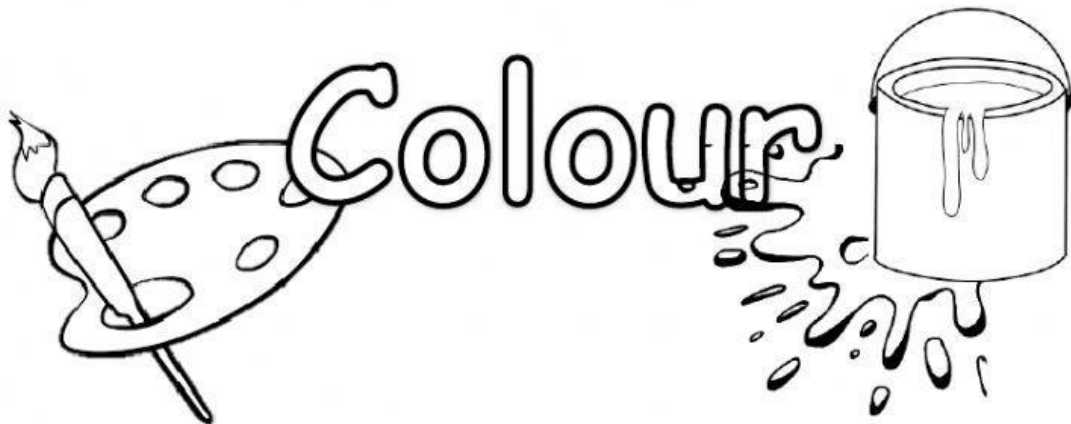


COLOUR SYMBOLISM



Red ●	Nature, freshness, jealousy, abundance, wealth, humble, luck, health
Blue ●	Evil, Energy, warmth, heat, appetite, stop, anger, love
Green ●	Purity, clean, modern, innocence, peace, emptiness, sophistication
Yellow ●	Feminine, softness, love, birth, playfulness, compassion, nurturing
Pink ●	Evil, elegance, mystery, grief, death, formal, official, security, success, wealth, illegal
Black ●	Royalty, pain, authority, nobility, creativity, magic, wisdom
White ●	Vibrant, bright, ideas, happiness, cowardly, warning, youthful
Purple ●	Sadness, calm, coolness, refreshing, spirituality, masculinity, trust, strength

COLOUR SYMBOLISM

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.

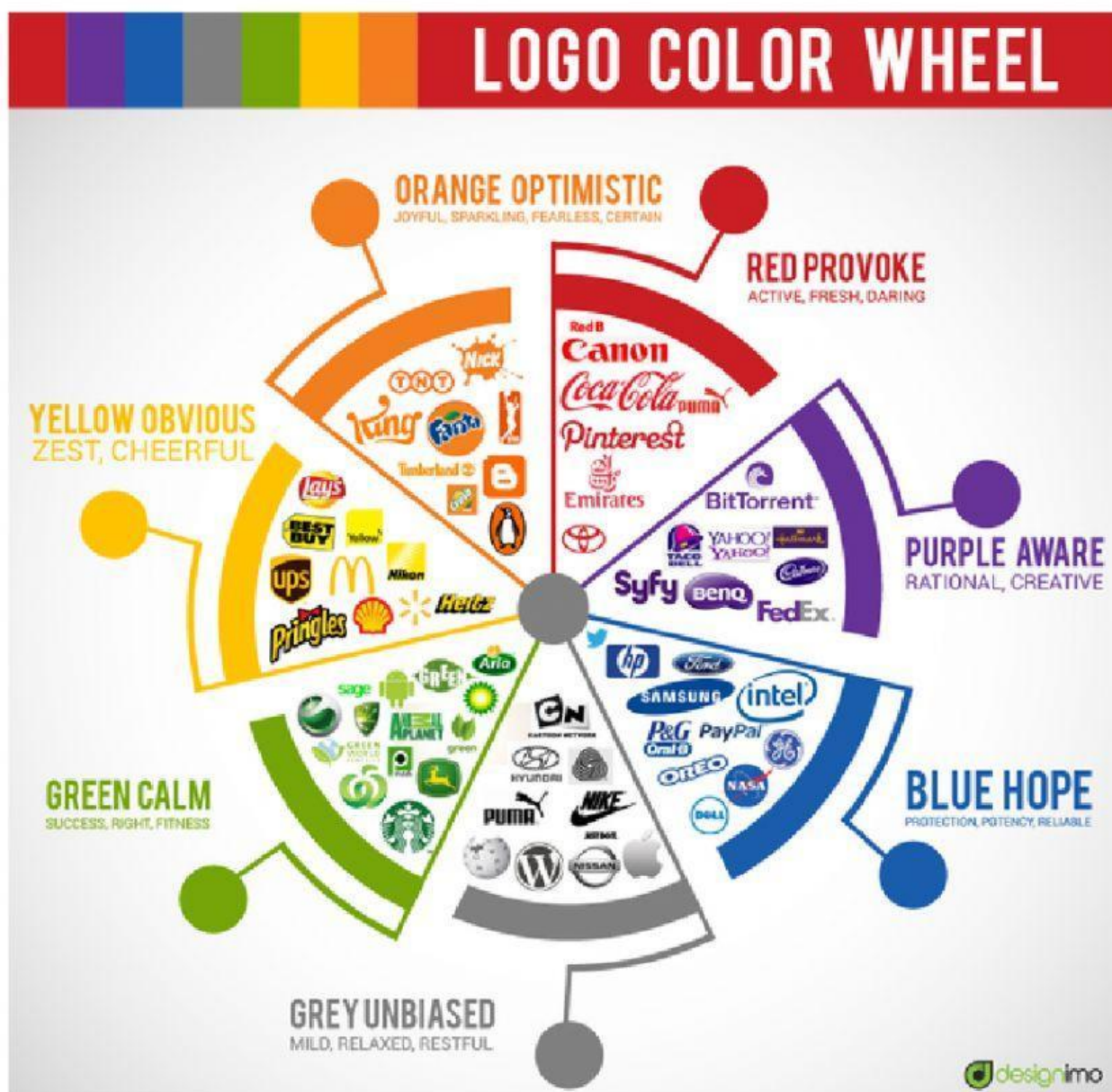
The Psychology of Colour in Advertising:



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

COLOUR SYMBOLISM

« 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).



COLOUR SYMBOLISM

CLARITY WARMTH OPTIMISM	FRIENDLY CHEERFUL ENTHUSIASM	ENERGY PASSION APPETITE
HEALTH NATURE WEALTH	WISDOM ROYALTY CREATIVITY	PEACE SECURITY RELIABILITY

The psychology of colors in marketing

PURPLE Association: Wisdom, wealth, royalty, power, luxury, magic Mood: Powerful, calming, strength	BLUE Association: Depth, stability, wisdom, trust, confidence Mood: Calming	GREEN Association: Growth, health, harmony, safety nature. Mood: Calm, refreshed	YELLOW Association: Energy, happy, warming, attention Mood: Aggravation, joy	ORANGE Association: Enthusiasm, heat, success creativity Mood: Warmth, excitement	RED Association: Passion, energy, strength, love, power, determination Mood: Intensity, angry, excitement	WHITE Association: Purity, light, clean, sterile, innocent, spacious Mood: Cold, unfriendly	BLACK Association: Power, mystery, elegance, evil, mourning, death Mood: Confident, calm, stable, mysterious
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Colour theory in advertising

COLOUR SYMBOLISM

Now take the color symbolism quiz:

« What is the color _____ used to symbolise?

https://www.artyfactory.com/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.