

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.