Social Studies

Quiz

Fill in the blank. Read the passage below carefully. Place your response in the space provided. Please keep in mind spelling.

The Psychology of color in Marketing

Establishing a business requires taking _____.

The success of the business does not solely rely on the product or service offered, but it also depends on how it is _____. This involves advertising but more precisely, looking at the image, icons, color, the over-all look of the business. You might not have known or noticed, but color does influence our likes and dislikes. For example, _____ promotes peace and tranquility while _____ gives a sense of urgency. On the other hand, _____ might seem like a heavy color however it is associated with power and strength unlike _____ which is associated with wisdom, royalty and respect You may prefer a burst of color and _____ that **yellow** or **orange** may induce but if you are looking to stimulate productivity in a work place then _____ is the color for you. True to the name, _____ is associated with tranquility and nature. All these effects of colors are amazing, but keep in mind that everything in excess is not good. For instance, using _____ too much can lead to an empty feeling inside along with depression.

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Using shades of one single color is known as _____ style. If you can't decide on one single color, then we can always look at _____(combining 2 colors) color schemes or the _____ (3 colors) scheme. Combination is not the only key here; we also need to adjust the _____ so as to reduce eye-strain and help viewer focus on one thing.

All in all, it is important to understand that color can be an effective tool in marketing if understood and used correctly. After all, _____ percent of individuals base their purchases on visual appearance.

Word Bank:

- **Monochromatic**
- **Purple**
- **93**
- **Contrast**
- **Green**
- **Triple color**
- **Complementary**
- **Grey**
- **Black**
- **White**
- **Enthusiasm**
- **Blue**
- **Red**
- **Vibrancy**
- **85**
- **Marketed**
- **Risks**
- **Yellow**

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