

# Color Psychology in “The Psychology of Colors in Marketing and Branding”

<https://www.colorpsychology.org/color-psychology-marketing/>

**1. What is the purpose of this article?**

- A. To persuade you to use color psychology
- B. To entertain you by giving interesting facts
- C. To inform you of how colors affect buying
- D. To make you suffer through reading an article

**2. If a brand wants to appeal to men, it will use which color to do so?**

- A. Orange
- B. Yellow
- C. Green
- D. Blue

**3. In the paragraph regarding the color yellow, what is the best definition for the word *compelling*?**

- A. Captivating
- B. Unimportant
- C. Scientific
- D. Boring

**4. According to the article, if a brand wants to show that it costs less than other brands, it should use what color?**

- A. Orange
- B. Yellow
- C. Green
- D. Blue

**5. In the section regarding the color green, what is the best definition of the word *designate*?**

- A. Choose
- B. Recognize
- C. Ignore
- D. Replicate

**6. What is the danger of using too much purple in advertising?**

- A. It makes people too aggressive
- B. It's not seen as a pretty color
- C. It can be distracting
- D. It only appeals to women

**7. What is the purpose of the section titled, “Practical Use of Color Psychology?”**

- A. To point out the flaws with color psychology
- B. To summarize the colors used by industries
- C. To warn the reader he is being manipulated
- D. To encourage the reader to try color psychology

**8. In the section titled, “Final Thoughts,” what is the best definition of the word *exploit*?**

- A. Consider
- B. Ignore
- C. Use
- D. Teach

**9. How does the concluding sentence leave the reader with a thought?**

- A. He thinks about how colors affect him
- B. He remembers to be careful when buying from brands
- C. He is entertained by the humor in the sentence
- D. He is informed that, to sell something, he must consider how colors affect his buyers

**10. If a business, or company wanted to know more about color psychology, where would he find the most reliable information?**

- A. A dictionary
- B. A Wikipedia article
- C. A psychological study on color psychology
- D. A blog post by someone else who is interested in color psychology.

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Thurston High is getting a new school (someday). You have been hired to advise on the coloring and design of some of the new school facilities. In the section below write what colors you would recommend using for each of these school areas and explain your reasoning to the contractors in charge of creating these areas.

Locker Room: Color(s) \_\_\_\_\_

Cafeteria: Color(s) \_\_\_\_\_

Library: Color(s) \_\_\_\_\_

Counseling Center: Color(s) \_\_\_\_\_

Art/Design Room: Color(s) \_\_\_\_\_

Health/Athletic Training Rooms: Color(s) \_\_\_\_\_

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