



. colors

Color has the ability to evoke powerful emotions from people, so when used properly, it can be a highly effective tool for communication. Although cultural associations of color vary, there are some commonalities in terms of color preference and meaning.

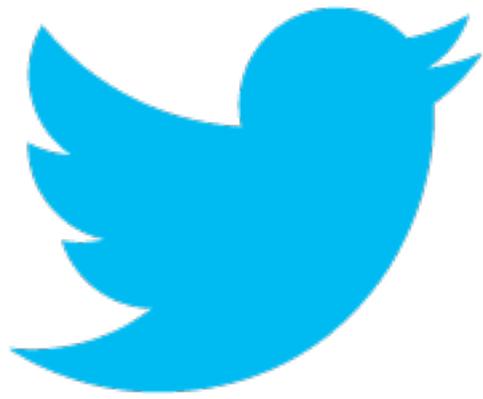
sympathy, harmony, friendship,
confidence, loyalty, trustiness
coldness, insensibility, proudness
distance, wideness, infinity
recreation, calmness, sportiness
masculine, activity, autonomy

. blue

is the most popular color in the world among adults, male and female. It symbolizes serenity and tranquility and has a calming effect if used in moderation. If the viewer is inundated with too much blue it can be suggest a deep depression. Blue is a cool color and is often associated with cool things, such as frozen food, the ocean or the sky. Additionally blue is suggesting or motivating. It means quality and expertise. Because of these positive attributes blue is mostly used in corporate identity programs.







luck, energy, activity
anger, excitement, impulsivity
sexuality, eroticism, seducement
love, hate, passion, desire
agressiveness, power, heat

. red

is the most preferred color among children and it is the first color new born babies can be sensed. Also is the most passionate color. It tends to excite and get adrenaliln pumping through the body. It is associated with both LOVE and ANGER; it can mean good luck, represent lust or adultery, danger; and also helps to incite warfare. (the color of revolutions)

NOCH BESSERER
SERVICE ALS SIXT

www.gibsnisch.de



gibsnisch
1000000
1000000

The advertisement features a woman in a red dress and high heels standing next to a red car. The text 'NOCH BESSERER SERVICE ALS SIXT' is prominently displayed at the top. Below it, the website 'www.gibsnisch.de' is mentioned. At the bottom, the 'gibsnisch' logo is shown with the number '1000000' repeated twice.



Der New Beetle Turbo.



Der New Beetle Turbo advertisement features a large, detailed image of a red ladybug with black spots. The text 'Der New Beetle Turbo.' is located at the bottom left. The VW logo is positioned at the bottom right.



Yo lo tengo Claro



easiness, tenderness, simplicity
heat, activity, energy, summer
funniness, amusement, friendliness
luxury, richness, exhibitionism
enviousness, jealousy, egoism
falsehood, guiltiness, infidelity

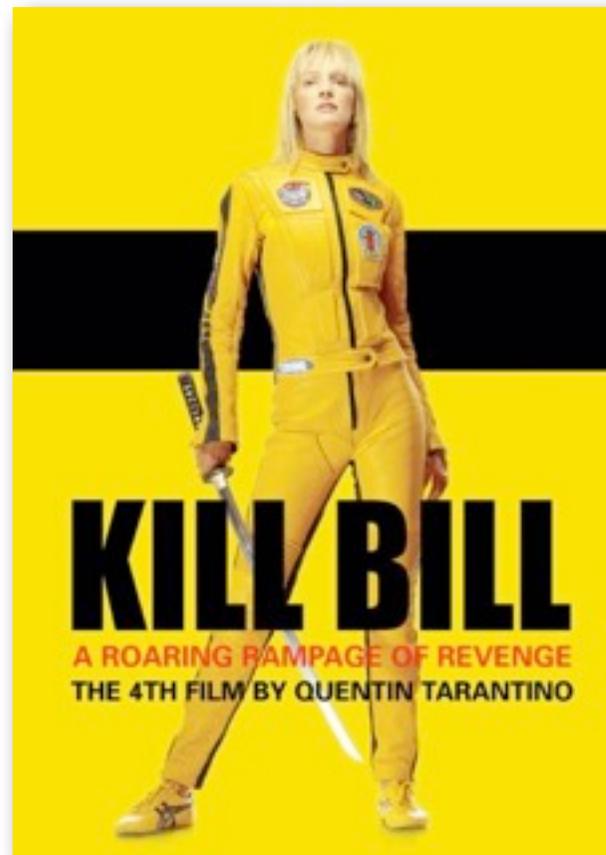
. yellow

the most luminous color. Because of its high visibility, warning signs are often painted this color. Yellow traditionally presents the sun and is a most cheerful color when used in moderation. If used too liberally, it can tire the eyes and make people irritable. (couples with yellow painted kitchens tend to argue more often when in those areas) Conversely, yellow has also become synonymous with greed and cowardliness.

Jetzt klicken.
Sofort sparen.



Gelb. Gut. Günstig.





vitality, naturalness, springtime
tolerance, helpfulness, endurance
hope, confidence, healthiness
freshness, sourness, bitterness
youth, calmness, recreation

. green

is a cool color with soothing properties similar to blue. This relaxing hue is associated with growth and prosperity as well as health and wellness. It can also suggest envy and jealousy.

Grün fahren und 40 % sparen.

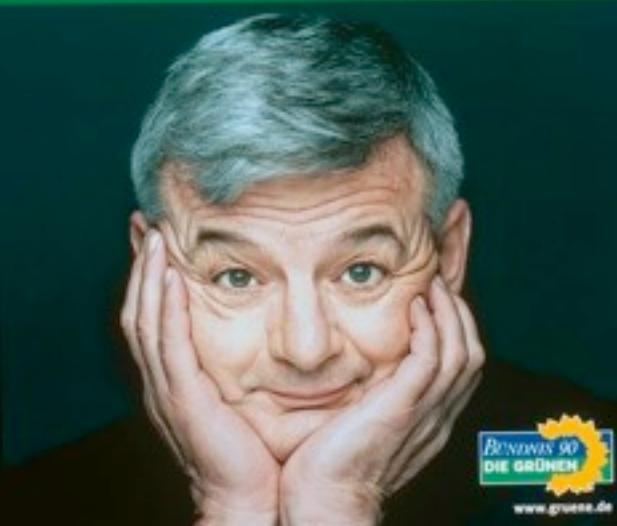
NATURGAS kompogas
erdgas 
unterwegs mit Naturgas...



REGIONALWERKE

Köln

Grün wirkt
**Außen Minister,
innen grün.**



**BUNDES 90
DIE GRÜNEN**
www.gruene.de



**Precandidato Presidencial
2010 - 2014**

**PARTIDO
Verde**  **1**

**NAZIS ERKENNT MAN
NICHT IMMER
AUF DEN ERSTEN BLICK.**
HANDELN GEGEN RECHTS STATT WEGSEHEN.

JETZT. FÜR MORGEN. 
**BUNDES 90
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GRUENE-NIEDERSACHSEN.DE



bp

unfriendliness, cheap, importunate
sweat, aromatic, refreshing
extrovertism, exhibitionism, loudness
amusement, funniness, enjoyment
energy, activity, excitement

. orange

is a warm color often associated with fire and good things to eat.
And so its the most edible color, which explains why many fast food
chains use it as part of their color scheme.





Wie zuhause.
Nur größer.

www.BSR.de

So orange ist nur Berlin



Wie zuhause.
Nur größer.

So orange ist nur Berlin



faith, devoutness, religiousness
vanity, extraordinary, couture
originality, dislikable, magic
artificial, insecurity, infidelity
proudness, luxury, female, charm
sexuality, passion, emotionalism

. purple

is universally associated with both royalty and spirituality because in ancient times only emperors or kings could afford garments made of purple material. The naturally occurring color for Tyrian purple is extremely rare because it is extracted from small mollusks that inhabit the Mediterranean Sea.





devoutness, faith, perfection
goodness, eternity, beginning
cleanness, innocence, simpleness
truth, neutrality, honesty

. white

is considered a symbol of purity and goodness in Western culture and is traditionally worn at weddings; in Asia, it represents death and mourning and is worn at funerals.

Keine Models. Aber straffe Kurven.





the end, emptiness, mourning
egoism, hardness, badness
guilt, falsehood, infidelity
bestiality, loneliness, distress
couture, elegance, expensive
bad luck, introverted, exclusive

. black

is associated with darkness, night or devil. Is the color of mourning in Western cultures. Also it is associated with elegance, such as "black tie" events.





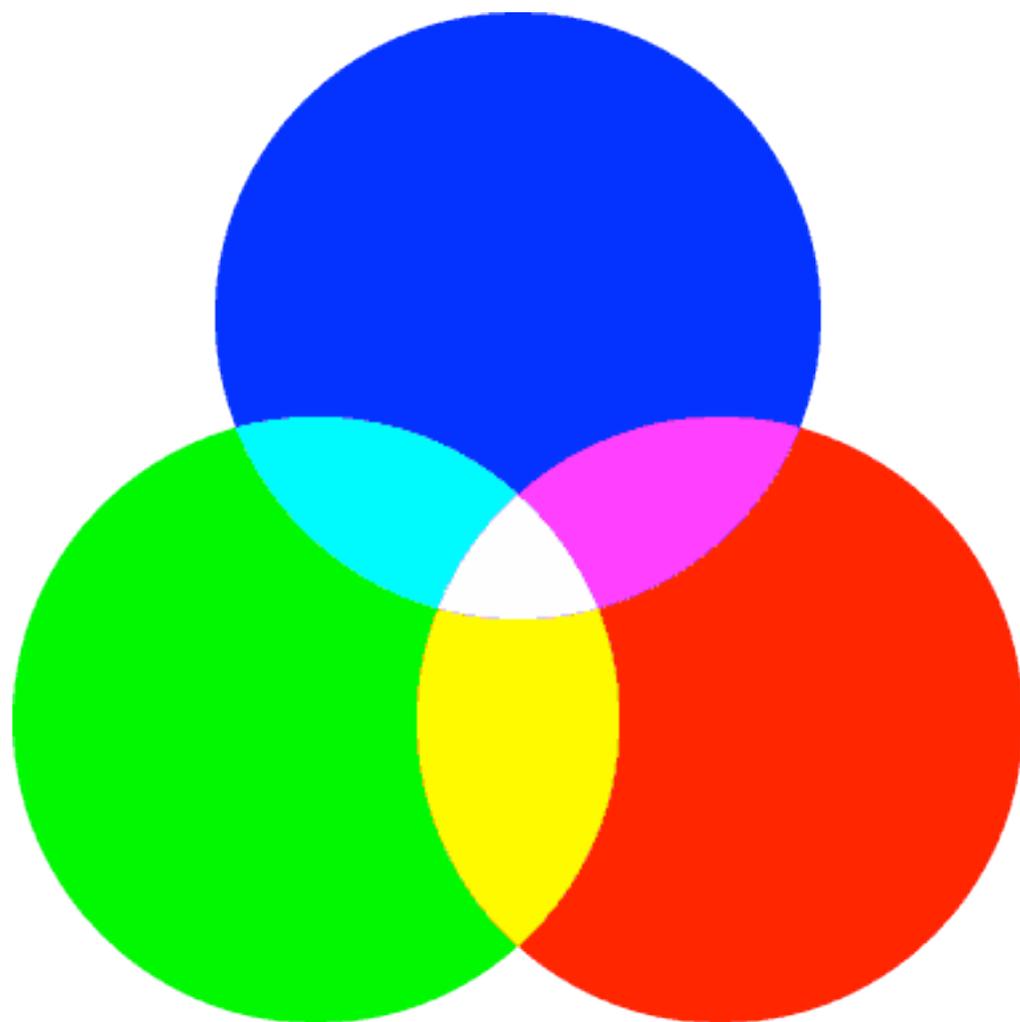
WMF

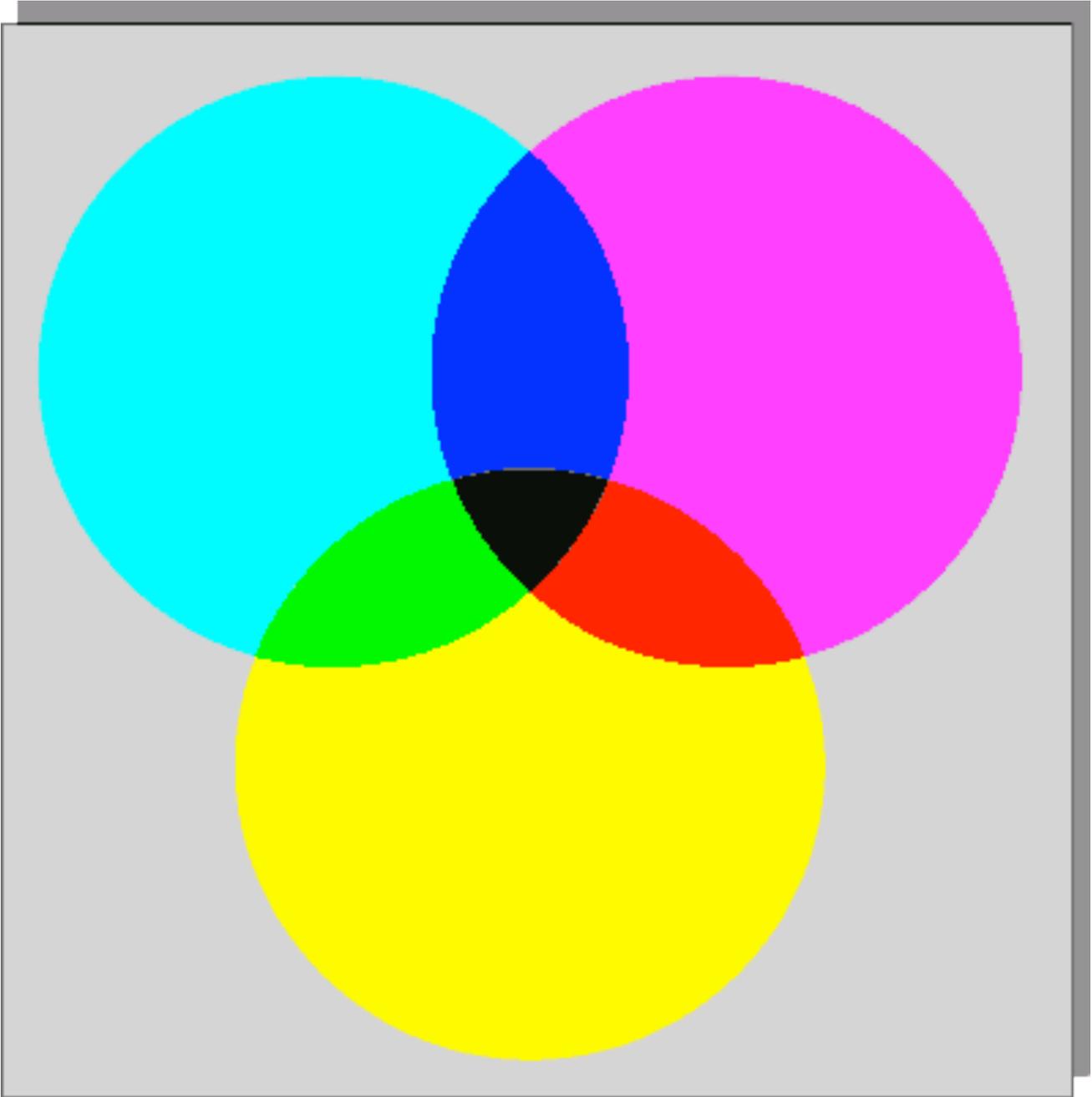


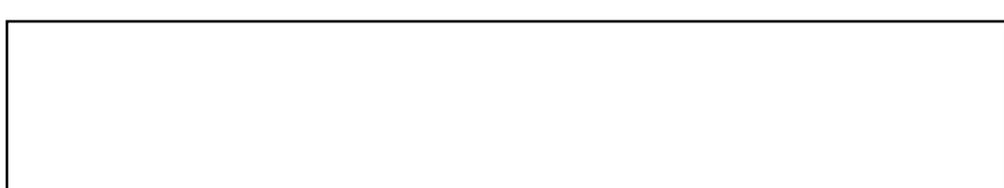


. contraste

color ---> complementario . claro/oscuro . calidad . cantidad



















. armonía

proporcion ideal ---> **contraste de cantidad**

