

Communication images where color plays an important role.

- 1. Green color refers the nature because it is the color of life, renewal, **nature**, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment.***



2. *Most of the time warning or danger signs are in red color because **red** light is scattered the least by air molecules.*



3. *These 3 colors are used in all over the world to stop wait and go in traffic lights because red has for centuries been used to indicate danger and the green light meant go and a caution yellow was chosen, primarily because the color is so distinct from the other two colors used.*



Download from
Dreamstime.com

This watermarked comp image is for previewing purposes only.



123470813



Huseu Aliaksandr | Dreamstime.com

4. Red color plays an important role in the advertisement of Coca-Cola because the red color in marketing portrays power, excitement, energy and passion. It also stimulates the appetite, which makes it an excellent choice when branding food or drink.



5. *Yellow color plays an important role in the advertisement of McDonalds because the color yellow is associated with happiness and is the most visible color in daylight, so that's why a McDonalds logo is so easy to spot on a crowded road.*



6. *School bus is always of yellow color because it attracts attention and is noticed quickly in peripheral vision, faster than any other color.*

