

Orange is it

Orange is everywhere. Even though the human eye can (a) _____ over three million (b) _____ of colour, it seems that the business world can see only one as company after company is choosing orange as its new corporate colour. The budget airline easyJet, British Gas, pharmaceutical giant Glaxo Wellcome, Reuters and Intel are just a few of the (c) _____ of companies that have recently gone orange or, at least in the case of Reuters and Intel, those which have added a touch of orange to their existing colour.

The mobile phone operator formerly known as Microtel liked the colour so much it renamed the company after it. The company believed that the colour has (d) _____ of 'hope, fun and freedom' while being 'friendly, extrovert, modern and powerful'.

Colour is (e) _____ to any product. It has instant and instinctive impact on our emotions, (f) _____ rationale, logic and intellect. Research has shown that when we spontaneously decide to buy something when out shopping, between 60 and 90% of the decision to buy is determined (g) _____ by the colour of the product.

So, what is it about orange that makes it the colour of the moment for so many different businesses with so many different products and images to (h) _____? At the simplest level, orange works because it (i) _____ your attention. It's bold, but not as aggressive as red and it's bright without being as (j) _____ as yellow. Secondary colours, such as orange, are seen as non-traditional and as a break from the establishment. They seem younger, fresher and more dynamic and that is exactly the image companies want these days.

The science of colour also has a part to play. While blue, for example, has been proven to have a calming effect and red excites us, speeds up the heart rate and encourages us to take risks, orange stimulates the appetite. Orange tells us we want something.

What other colours say

red	powerful, sexy
pink	innocent, feminine, fragile
yellow	youthful, fun
brown	solid, neutral, straightforward
green	money, natural, clean
purple	leadership, royalty
blue	cool, calm, authoritative

► Activity 2

Read the text again and answer the questions. Check your answers in the dictionary.

a What is the difference between the adjectives *discernible* and *discerning*?

b What is the difference between *nuance*, *shade* and *hue*?

c What is the meaning of the verb *bypass* in the text? What are two other meanings of this verb?

► Activity 1

Check the meaning of the words in the box and then use them to complete the text.

bypassing	connotations	crucial	discern
frivolous	grabs	myriad	nuances
portray	solely		

Worksheet

d What other words are commonly used with *grab*?

► **Activity 3**

Here are some adjectives from the text. What are their corresponding nouns?

- a** authoritative authority
- b** calm _____
- c** clean _____
- d** dynamic _____
- e** feminine _____
- f** fragile _____
- g** innocent _____
- h** neutral _____
- i** solid _____
- j** youthful _____

► **Activity 4**

The words in the box below can all be used to describe colour.

a Which of these words describes a dark, bright or pale colour?

deep	faded	garish	gaudy	light
loud	pastel	rich	sombre	vibrant

dark: _____

bright: _____

pale: _____

b Describe things you can see using the words in the box above.

I'm wearing faded blue jeans.

► **Activity 5**

English has many idioms and expressions with colours. Complete these expressions with either *black*, *red* or *blue*. What do the expressions mean?

- a** You can buy things much cheaper on the _____ market.
- b** We see each other once in a _____ moon.
- c** I was given the _____ carpet treatment.
- d** An old friend phoned me out of the _____ last night.
- e** He's the _____ sheep of the family.
- f** He was caught _____-handed.

For discussion

- Which companies, products or other things do you associate with orange?
- Look at the 'What other colours say' section on the previous page and answer these questions.
 - Think of some well-known companies or products that are associated with these colours. Does the colour represent the company or product well?
 - Do the colours have the same or different connotations in your country or culture?
 - What are the negative connotations of these colours?
- Have you ever bought something because of the colour?
- What colours do you usually wear? What colours do you never wear?
- What is your favourite and least favourite colour for the following:

cars	shoes	soap	bedrooms	kitchens
hair	eyes	flower	furniture	sports kits