

Orange-coloured Glasses

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, energy provider British Gas, pharmaceutical giant GlaxoSmithKline, the news organisation Reuters and tech developers 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'.

10 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 15 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 20 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	green	money, natural, clean
pink	innocent, feminine, fragile	purple	leadership, royalty
yellow	youthful, fun	blue	cool, calm, authoritative
brown	solid, neutral, straightforward		

Activity 1

Use the Macmillan Online Dictionary to 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

Activity 2

Read the text again and answer the questions. Check your answers in the Macmillan Online 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 3

Here are some adjectives from the text. What are their corresponding nouns? Check your answers in the Macmillan Online Dictionary.

- | | | | |
|------------------|------------------------------|-------------|-------|
| a. authoritative | _____ <i>authority</i> _____ | f. fragile | _____ |
| b. calm | _____ | g. innocent | _____ |
| c. clean | _____ | h. neutral | _____ |
| d. dynamic | _____ | i. solid | _____ |
| e. feminine | _____ | 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? Classify them in the table below.

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**. Then discuss with a partner what the expressions mean.

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

For discussion

Ask and answer the questions with a partner.

- Look at the 'What other colours say' section on the first 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 could be the negative connotations of these colours?
- Have you ever bought something because of the colour?
- What is your favourite and least favourite colour for the following:

cars shoes soap bedrooms kitchens hair eyes flower furniture sports kits