

CONSUMER BEHAVIOR


Colors and Brands!

What might the color of a logo mean?

Consumer Behavior
Colors Influence Consumers


It's True!
Read along and find out how

The color BLUE is used in many logos. Using the same resource link, what are 5 things that the color BLUE does?




The companies above use blue for many different reasons...list another company that uses blue for their logo. Why do you think that they use the color blue?

According to [redacted], what are 3 things that the color red does?




Why does Target use the color RED for their logo?



Using a black logo gives our what vibes to the consumer?

According to this resource, why does Chanel use black for their logo?

Using the same resource link, what are 3 things that the color yellow does?



According to the resource link, why might the three logos above use yellow?

What are 5 "feelings" or descriptors that are associated with the color PURPLE?



Why do the companies above use the color purple?



What are 3 "feelings" or descriptors that are associated with the color ORANGE?

Can you list any other brands or companies that use the color orange for their logo?

GREEN is associated with what feelings or descriptors?

Can you think of any other companies or brands that use green for their logo? Why do you think that they use green?



A Digital Study on How Companies Use Color to Send a Message to Consumers

According to _____, what are 3 things that the color red does?



PREVIEW

Why does Target use the color Red for their logo?

Using the same resource link, what are 3 things that the color yellow does?



PREVIEW

According to the resource link, why might the three logos above use yellow?

The color BLUE is used in many logos. Using the same resource link, what are 5 things that the color BLUE does?



PREVIEW

The companies above use blue for different reasons...list another company that uses blue for their logo. Why do you think that they use the color blue?

What are 5 "feelings" or descriptors that are associated with the color PURPLE?



PREVIEW

Why do the companies above use the color PURPLE for their logos?



nickelodeon.



What are "feelings" or descriptors that are associated with the color orange?

PREVIEW

Can you list any other brands or logos that use the color orange for their logo?



The color GREEN is associated with what feelings or descriptors?

Can you think of any other companies or brands that use green for their logo? Why do you think that they use green?

PREVIEW



JOHN DEERE



Using a black logo gives our what messages to the consumer?

PREVIEW

According to this resource, why does Chanel use black for their logo?

TEACHERS RAVE ABOUT THIS CONSUMER BEHAVIOR ACTIVITY!

Check out the  reviews!!

★★★★★ Extremely satisfied

Great resource! My students loved discovering more about how business choose colors for there businesses and it really made them think about the products in their own homes and what colors are used in the packaging.

★★★★★ Extremely satisfied

This was a great resource that my students enjoyed using to learn about colors in marketing. We studied the concepts in this document and then students used what they learned about colors to create their own personal brand logo.

★★★★★ Extremely satisfied

My principal came in while we were working on the lesson. I turned it into a gallery walk and had the students up and interacting. He loved it!

★★★★★ Extremely satisfied

This is an excellent resource that could be used in a variety of courses/units. I've used it with my Entrepreneurship students during our marketing unit to analyze consumer decision making along with buying habits. I've also used it with multiple classes when they are designing logos for their companies to assist with color choices that will relate to their product/service and/or to invoke the desired customer response.

★★★★★ Extremely satisfied

Students remember this resource for years! This is an assignment that truly gets kids interest in marketing concepts and provides insight into a topic they have probably never considered. My students were involved and still recall this assignment and what it taught them!

★★★★★ Extremely satisfied

Great to use with company logos lesson! Also incorporated into color theory for multimedia - the companies' colors help to make it real world to students.

★★★★★ Extremely satisfied

I used this in our visual merchandising unit and referred back to it when discussing creation of logos. Great resource as usual!

★★★★★ Extremely satisfied

This turned out to be one of my favorite lessons for my Life Management classes. My students LOVED it and asked me to add more lessons like this one to our class.



**Consumer Behavior
Colors Influence Consumers!**

**It's True!
Read along and find out how!**

NO PREP!

**A Digital Activity that send easily
to any LMS or Print and Hand Out**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

