

# IELTS READING- Choosing the Right Colours for your Business<sup>1</sup> S35GT3



IELTS READING Choosing the Right Colours for your Business Reading Practice Test has 10 Questions belongs to the Business & Marketing subject..

Attempt Free Reading Test..

When considering your company's packaging and logo, picking the right colour could be essential. For example, in an experiment to test customers' use of green and red buttons, it was expected that green would perform better as its linked with 'go' and movement such as with traffic lights. However, red outperformed green by 21%, probably because it's more of an urgent, attention-seeking colour.

### Questions 15 - 21

Answer the Questions below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes **15-21** on your answer sheet.

15 Colour is important for which aspects of an organization's branding?

16 Which colour is mentioned as being the most eye-catching?

17 Which colour often provokes differences of opinion?

18 Which colour is the easiest to perceive?

19 Which colour can make people feel restless?

20 Which colour represents different things to different people?

21 What's the most important thing for businesses to do before choosing brand colours?

The way you feel about colours can be influenced by your age and gender. One study showed that, on average, men dislike the colour purple, whilst women feel the opposite, but both dislike the colour brown. Blue is the safest colour with all ages, especially those over 70, as most people are able to see the colour blue more clearly than any other colour, even those with colour-vision deficiencies.

Colour can be powerful, evoking particular emotions. This is why it's important to choose a colour that reflects your brand. The restaurant and hospitality industry have shown that orange makes people agitated, so they won't stay long (useful in fast food restaurants). Browns are soothing, so people will stay (useful in bars).

This is a bit of a tricky topic as colours do affect people differently, especially in different cultures, although there are some colours, such as gold, that are more universally understood. Other colours invite more subjective interpretations. In the UK, for example, white signifies peace and purity and is often used at weddings. In other cultures, white is seen to be synonymous with death.

It's clear to see that colour can have a profound impact on bringing a brand, product, or design to life, in addition to its possible uses as a behavioural tool. It's imperative to test colours thoroughly and not to make any assumptions about their impact. The way you interpret colours may not be the same as the way in which your customers see them.

Attempt Free Reading Test..

Easily Get Required Score.

Dehradun Small Batch Size with Flexible Time.

Professional faculty.



8439000086

8439000087

7055710003

7055710004

IELTS Simulation 323 GMS Road, Near Ballupur Chowk, Dehradun, India



Chat on WhatsApp

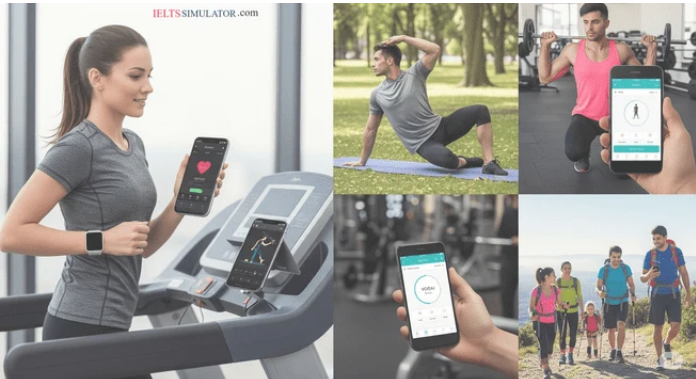
email: info at ieltsband7.com



IELTS READING – BENTLEY HOSPITAL CATERING SERVICE S25GT2

August 23, 2025

In "Top 10 IELTS Reading Tips to Improve Band Score Fast"



IELTS READING – Smartphone fitness apps S14GT2

August 12, 2025

In "IELTS Reading Easy Demo for GT"



IELTS READING – How to run a successful project S4GT4

August 1, 2025

In "Top 10 IELTS Reading Tips to Improve Band Score Fast"

IELTS SIMULATOR

Type to start searching...

Search

IELTS SIMULATOR 323 GMS Road, Near Ballupur Chowk, Dehradun, India.

8439000086

8439000087

7055710003

7055710004

You Tube

instagram

email: info at ieltsband7.com

