



EXERCISE: NAME THAT COLOUR

Colours are great brand assets. And to show you how super powerful they are, I have put together this quick exercise for you.

Just by reading these brand names, you will know what colour they use.

Note it down next to the brand name.

H&M

Heineken

Fanta

McDonalds

KFC

Spotify

Ford

Facebook

UPS

EasyJet

Google

Starbucks