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Vocabulary: Branding 词汇: 品牌化

Take five colours: red, black, blue, green and purple. How do they make you feel? It's a question of supreme significance to designers and **marketers**. British fashion designer Wayne Hemingway explored this topic in a BBC radio programme about the psychology of colour. You can read a summary of his ideas below. Do you agree with him? Or do you think the meaning of colour depends on the culture you live in?

Red is, of course, considered **auspicious** in China. But he points out that it's a powerful colour wherever you go, with some serious scientific **credentials**. Studies have indicated that red "raises **blood pressure**", and claim that it **stands out** from other colours thanks to its long **wavelength**. Hemingway says it appears to be "coming towards you", and so is useful for emergency and alarm signs, and also to for conveying "**urgency**" in general. That's why he thinks red sale posters seem to yell at us: "Quick, buy it now!"

Black has a different sense. In the West it's associated with death, but that hasn't stopped it becoming a **prestigious** and mysterious colour. Hemingway says it's the colour of **luxury brands**: things like "**glossy** black limousines" and "**designer** watches" are often black. He says it's "very powerful and **sophisticated** when used as a primary colour in branding."

Blue, by contrast, is cool and **tranquil**. The colour is a constant presence in our lives, says Hemingway, being the colour of the sky and the sea. That gives it **an air of** reliability, which makes it a firm choice with "banks and corporations". Hemingway says this is also why emergency services often choose the colour. A blue uniform can, for example, indicate "the cool **competence** of a nurse".

Green is, unsurprisingly, the colour of nature and the environment. Marketers understand that giving a product green **packaging** creates the impression it is **environmentally friendly**. But **savvy** customers are also aware of this – and now think twice before blindly **swallowing** environmental claims. Hemingway also says that green is the colour of growth and movement: it's used to indicate 'go' on traffic lights.

Finally, we have purple, which is associated with valuable things. In the past, purple dye was expensive because it was very difficult to produce, and it became the colour worn by royalty in many Western countries. These days, companies still use purple to make their product seem more **exclusive**, whether they're selling chocolate or cigarettes.

词汇表

marketer	市场营销人员
auspicious	吉利的
credentials	凭据, 依据
blood pressure	血压
to stand out	显眼
wavelength	(光的) 波长
urgency	紧迫性
prestigious	尊贵的, 庄严的
luxury brand	奢侈品牌
glossy	有光泽的
designer	出自著名设计师的
sophisticated	有品味的, 高雅的
tranquil	宁静的
an air of	一种...的氛围
competence	能力, 水平
packaging	(产品) 包装
environmentally friendly	利于环保的
savvy	有头脑的, 机智的
to swallow	全盘接受
exclusive	高档奢华的

测验与练习

1. 阅读课文并回答问题。

1. Which colour is associated with trust?
2. Why do people notice red first?
3. Why are sale posters often red?
4. Which word means 'strange; hard to understand'?
5. True or false: Customers always believe green packaging means that a product is good for the environment.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Luther is a very _____ employee. He does everything on time and to a high standard.

glossy	luxury	sophisticated	competent
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2. Having a baby on an _____ date is important in many cultures.

exclusive	auspicious	sophisticated	tranquil
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3. Michael is a _____ traveller. He always researches his destination before arriving to make sure he pays the right price for things.

savvy	prestigious	designer	exclusive
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4. Wearing designer clothes can give _____ sophistication.

airy	air of	an air of	the air of
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5. Sandy really _____ the crowd with her bright pink hair!

stands out	stands up	stands out from	standing out from
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答案

1. 阅读课文并回答问题。

1. Which colour is associated with trust?

Blue has “an air of reliability”, because of its constant presence in our lives.

2. Why do people notice red first?

Red has a longer wavelength than most colours, which means it “stands out” from other colours.

3. Why are sale posters often red?

Hemingway says that red has a sense of “urgency”, which makes customers feel they need to quickly follow the instructions of red sale posters.

4. Which word means ‘strange; hard to understand’?

Mysterious.

5. True or false: Customers always believe green packaging means that a product is good for the environment.

False. Many customers are savvy about the environmental claims of packaging.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Luther is a very **competent** employee. He does everything on time and to a high standard.

2. Having a baby on an **auspicious** date is important in many cultures.

3. Michael is a **savvy** traveller. He always researches his destination before arriving to make sure he pays the right price for things.

4. Wearing designer clothes can give **an air of** sophistication.

5. Sandy really **stands out from** the crowd with her bright pink hair!