

# Who Owns That Color?

"I can't remember the name, but it's the one in the yellow box." At one time or another, most of us have described a product by color to a store clerk, hoping that hint was enough of a clue to identify what we wanted. And as often as not, the clerk knew exactly which brand we meant.

That's not surprising. Color is often associated with places, people and things. Shamrock green. Chinese red. Charcoal gray. French country blue. School bus yellow. Each evokes a certain tone and hue.

|                    |               |                            |
|--------------------|---------------|----------------------------|
| 1<br>BENETTON      | 2<br>UPS      | 3<br>MARY KAY<br>COSMETICS |
| 4<br>SONY          | 5<br>KODAK    | 6<br>UNION 76              |
| 7<br>TIFFANY & CO. | 8<br>LEVI'S   | 9<br>IBM                   |
| 10<br>APPLE        | 11<br>WELCH'S | 12<br>CLINIQUE             |

1-F TIFFANY & CO.-LIGHT BLUE 8-C LEVI'S-RED 9-B IBM-BLUE 10-E APPLE-SPECTRUM 11-D WELCH'S-PURPLE 12-G CLINIQUE-LIGHT GREEN

Companies have turned this associative tendency of colors to marketing advantage by incorporating a single distinctive color, or combination of colors, into their brand or corporate identity. Used often and in the exact same shade time after time, the chosen color becomes part of the signature, as recognizable as the corporate name and logo.

Below are 12 familiar corporate colors. See if you can match each with the company that "owns" it.

|   |   |   |
|---|---|---|
| A | B | C |
| D | E | F |
| G | H | I |
| J | K | L |

1-I BENETTON-GREEN 2-K UPS-BROWN 3-L MARY KAY COSMETICS-PINK 4-I SONY-BLACK 5-H KODAK-YELLOW 6-A UNION 76-ORANGE