

# RED

# BLACK

## THE EMOTION

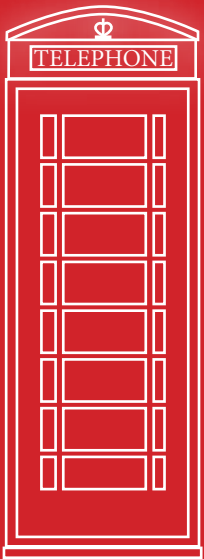


**RED IS SEEN AS THE COLOUR OF PASSION**

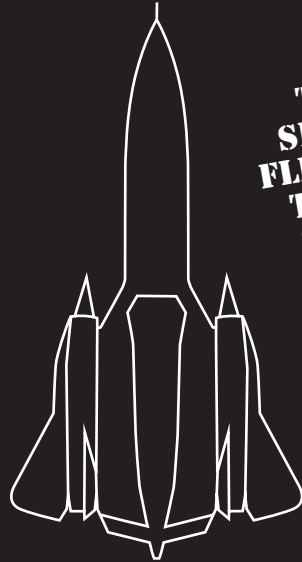


**BLACK IS SEEN AS THE COLOUR OF SOPHISTICATION**

## THE ICONS



**BRITAIN'S ICONIC RED PHONE BOX WAS DESIGNED BY SIR GILES GILBERT SCOTT. MANY ARE NOW LISTED BUILDINGS**

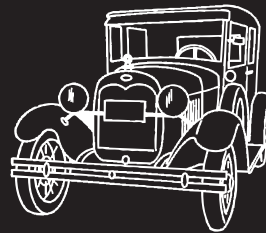


**THE LOCKHEED SR-71 BLACKBIRD FLIES AT MORE THAN THREE TIMES THE SPEED OF SOUND.**

## THE BRANDS

*Coca-Cola*

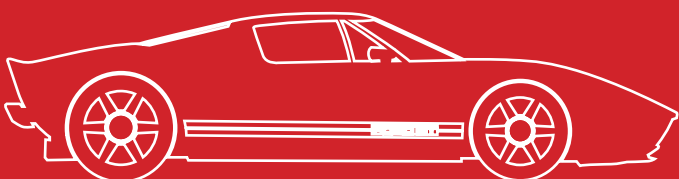
**COCA COLA'S RED LOGO IS KNOWN THROUGHOUT THE WORLD AND ITS MARKETING CAMPAIGN FROM THE 30S CEMENTED THE IMAGE OF SANTA CLAUS AS A MAN IN A RED SUIT**



**HENRY FORD SAID OF HIS MODEL T CUSTOMERS COULD HAVE ANY COLOUR "SO LONG AS IT IS BLACK." BY 1918 HALF OF ALL CARS IN THE US WERE MODEL TS AND ALL WERE BLACK FROM 1914 TO 1925.**

## THE PSYCHOLOGY

**RED CARS ARE SEEN AS FAST**



**BLACK CARS ARE SEEN AS AGGRESSIVE**

