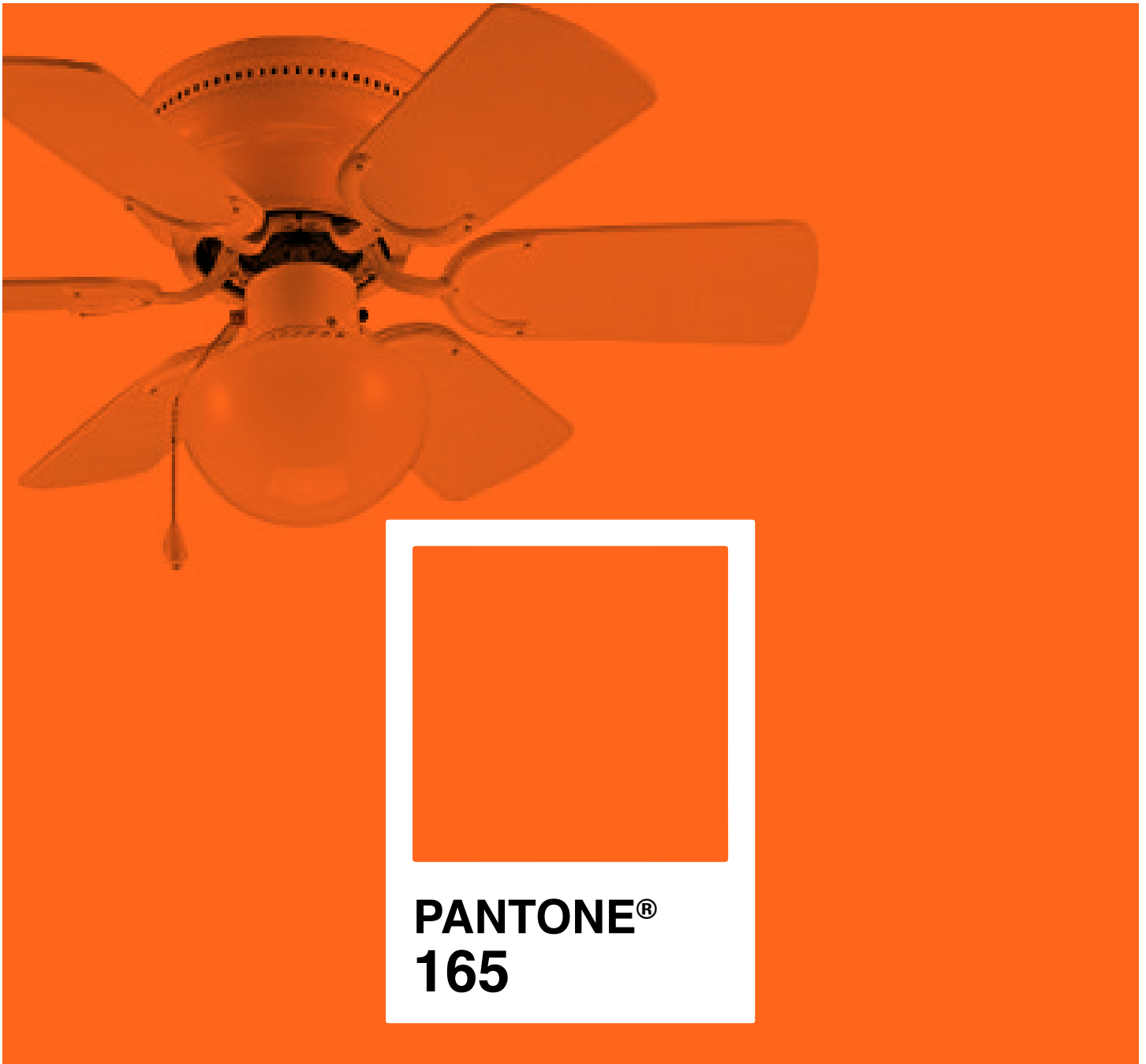


Coca Cola Red

Coca-Cola has said that beginning in the mid-1890s, the company began painting its syrup barrels red so that tax agents could easily tell them apart from alcohol during transport. The company even named its first magazine "The Red Barrel" in 1924. The red color stuck and created great contrast when paired with white and thus became the beginning of a world wide brand.



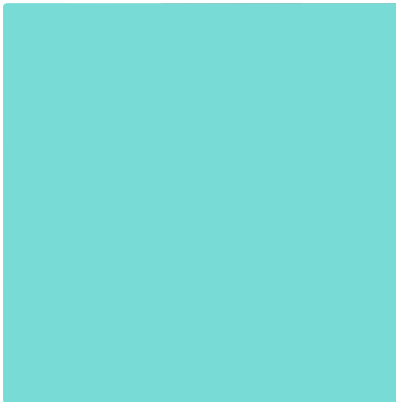
Home Depot Orange

According to corporate history, The Home Depot painted their signs on bright orange circus-tent canvas, which cost a fraction of the more common electric signs, says The Home Depot co-founder Bernie Marcus. Additionally, company history documents say, "The color orange stimulates activity and is often associated with affordability," which is why they stuck with this color.



Starbucks Green

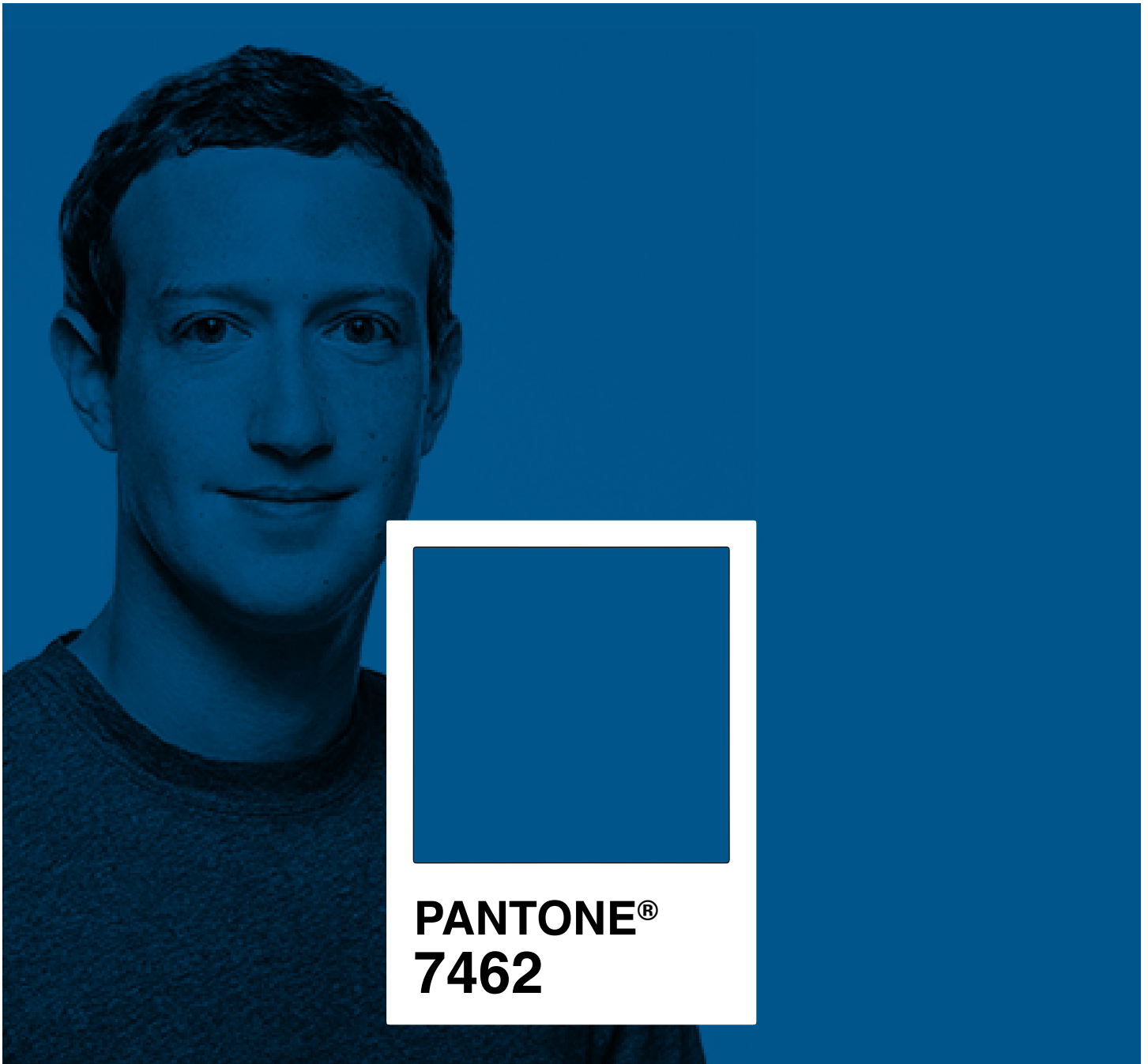
Originally the Starbucks logo was brown, but in 1987 it changed to green. When Starbucks changed its color from brown to green it wanted its customers to recognize that it had expanded its products to more types of food, not just coffee beans. Due to the theories of colors, Brown may not be an appropriate color for food since consumer may think brown is dirty and lousy while green can make customers feel clean and fresh. Dark green is also associated with Pacific Northwest, the home of Starbucks.



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Tiffany & Co. Blue

The color known as Tiffany Blue was selected by founder Charles Lewis Tiffany for the cover of Blue Book, Tiffany's annual collection of exquisitely handcrafted jewels, first published in 1845. This distinctive color may have been chosen because of the popularity of the turquoise gemstone in 19th-century jewelry, and was a favorite of Victorian brides. True to the founder's vision, the Tiffany Blue Box® became an icon of luxury and exclusivity. As The New York Sun reported in 1906.



Facebook Blue

Mark Zuckerberg actually chose to make Facebook blue for a very specific reason: He can see it. He is red-green colorblind, so he chose blue for Facebook. "Blue is the richest color for me. I can see all of blue," he told The New Yorker in 2010. This blue is also affectionately referred to as "social butterfly blue."