

01

DISCOLORED

The Statue of Liberty's skin consists of copper sheets. The green patina covering it is caused by oxidation. Materials testing has shown that it can't harm the statue. Many even think Lady Liberty looks all the more beautiful that way, so she is allowed to retain her green hue.

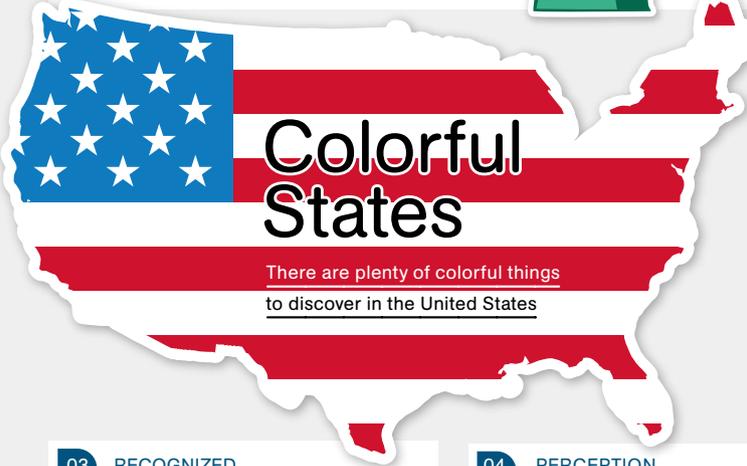


STATUE OF LIBERTY



GOLDEN GATE

Everyone loved the bright red-orange anti-rust paint from the word go. So "International Orange" became the Golden Gate Bridge's color in place of gray.



Colorful States

There are plenty of colorful things to discover in the United States

02

GREEN FACTS

The green card was originally printed in green. Today it's beige with a green tinge. The dollar was printed with an insoluble green ink that was difficult to forge.



The United States hands out **55,000** green cards annually.

03

RECOGNIZED

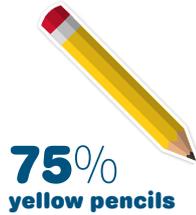
For historical reasons, the flags of many countries are modeled on the Stars & Stripes.



04

PERCEPTION

A 1907 study by University of Chicago found that people perceive the color yellow the fastest. John Hertz, founder of the Yellow Cab taxi company, took that knowledge to heart. In addition, three-fourths of the pencils sold in the United States are painted yellow. Even the Simpsons are only yellow because it makes them more eye-catching while zapping.



75% yellow pencils



05

COLORFUL SUPERHEROES

The colors of a lot of American comics superheroes follow a fixed principle: for the most part, heroes wear the primary colors red, blue, or yellow—either alone or in combination with other colors. In contrast, green often signalizes that the wearer also has a dark side.



Sources: 01 www.nytimes.com, br.de, aviewoncities.com, The Yellowstone Handbook by Susan and Phil Frank; 02 usagreencardlottery.org, sueddeutsche.de; 03 de.wikipedia.org; 04 interessante-fakten.de, simpsonspedia.net; 05 colourlovers.com



The White House was first referred to as the "President's Palace," "Presidential Mansion," or "Executive Mansion." After a lime-based whitewash was applied in 1798, it was nicknamed the "White House"—which became official in 1901.



Yellowstone National Park is named after the river of the same name that flows through it. Because of the yellow cliffs along its banks, Hidatsa Indians named it *Mi tsi a-da-zi*. French trappers translated the name of the river as "Roche Jaune," or "Yellow Rock."

06 COLOR PSYCHOLOGY

Ice hockey is a very popular sport in the US. However, caution is advised when selecting jerseys: between 1970 and 1986, the referees called fouls especially often on the teams that wore black. Scientists believe that—consciously or not—we associate the non-color with aggression, and that is the reason it is more likely that players in black are blamed for causing collisions deliberately.



07 SECRET RECIPE

Coke was originally brown. It was the caramel coloring (E150d) that made the legendary soft drink black and thus easier to market.



08

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02



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01 NASA, 02 Pepsi, 03 Burger King, 04 Pizza Hut, 05 Starbucks

INTERPLAY OF COLORS

Trademarks are easier to recognize based on their colors and shapes. Which ones are pictured above? According to a study, companies use the color blue most often, followed by red, gray or black, and yellow or gold. 95 percent keep their logos limited to one or two colors.

27%
Gray/black

32%
Blue

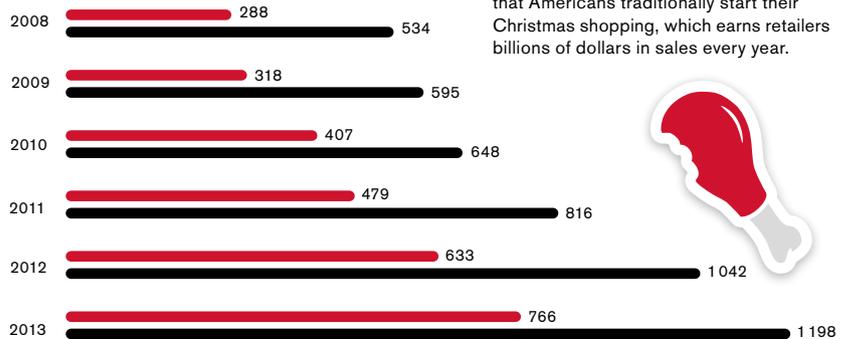


13%
Yellow/gold

28%
Red

09 SHOPPING FRENZY

- Thanksgiving
- Black Friday



Online sales in millions of dollars

In the US, "Black Friday" is the Friday following Thanksgiving, which is celebrated at the end of November. That is the day that Americans traditionally start their Christmas shopping, which earns retailers billions of dollars in sales every year.



10 FAVORITE COLORS

US President Barack Obama likes blue. Justin Bieber fans know that the singer favors blue and purple. And pop star Miley Cyrus links her favorite color pink with her personal attitude.



11 FROM GREEN TO RED

Prior to 1950, Santa Claus wore a green suit. It only became red in Coca-Cola advertisements. It is still red today.



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