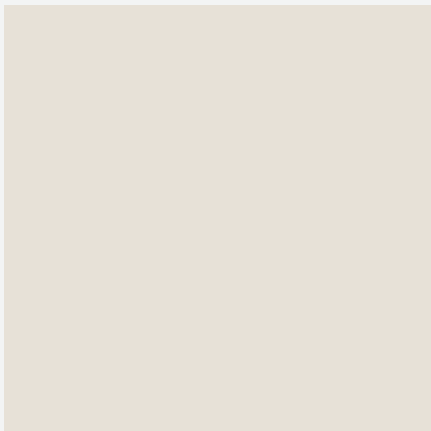
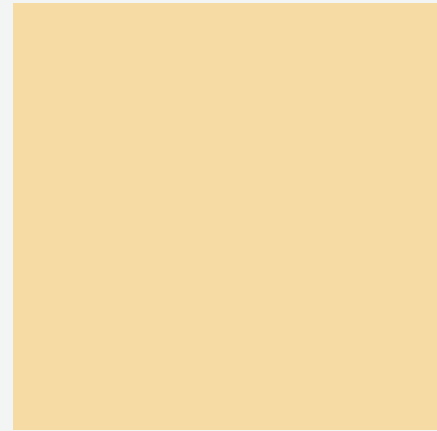
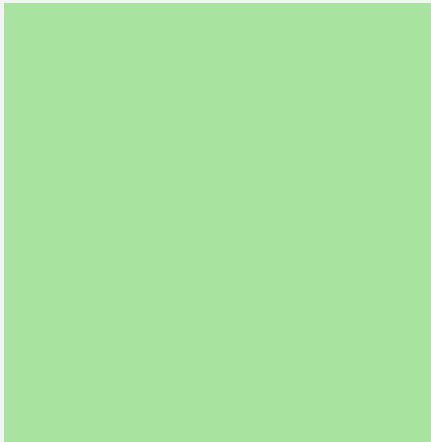


Imagine you've been hired by a company to name colors. What descriptive names can you come with to call these colors? What associations come to mind for these colors and how might that influence what you name them? What might they be used for?



And here are what the colors are actually named.

Granny Smith Apple

A color for a crayon by Crayola introduced in 1992 and named by entries into a contest.

Cotton Candy

A color for a crayon by Crayola, obviously inspired by the sticky pink treat.

Hawthorne Yellow

A color for a paint by Benjamin Moore described as a “historical color reflective of traditional architecture.”

White Heron

A color for a paint by Benjamin Moore described this off white as “sophisticated and endlessly versatile.”

Classic Blue

Named by Pantone as the color of 2020 for “offering the reassurance, confidence and connection that people may be searching for” in uncertain times

Serenity

Named by Pantone as the color of 2016 for “weightless and airy, like the expanse of the blue sky above us, bringing feelings of respite and relaxation.”