A Colorful Discussion

Ask everyone in the group to name his or her favorite color. You can use this as a jumping-off point for a discussion of what different colors mean to different people. For instance, does red mean "energy" or "action" to everyone, or do some people feel it has a negative connotation such as "anger" or "burning"?

This is a good energizer for a group working on developing something like a logo or brochure. Participants probably have lots of ideas of what kinds of pictures they want to use in the project, but they may not have thought of it in terms of what the colors will mean to the people who will be seeing the finished logo or brochure.