

orbiloc

**WHICH  
COLOUR  
TO CHOOSE?**



**FASHION & SAFETY**

# FASHION COLOURS FOR YOUR DOG

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## **CHOOSE THE RIGHT COLOUR**

Fashion colours – pink, purple and turquoise – express feelings and attitude. Use them when you want to give your dog's style a personal touch.

### **TIPS!**

Choose different colours for each of your dogs, so you can distinguish between them from a distance.

We recommend the following.

#### **DOGS WITH DARK FUR:**

Choose a light colour

#### **DOGS WITH BLONDE FUR:**

Choose a dark colour

#### **IN A RURAL AREA:**

Choose any colour

#### **IN AN URBAN AREA:**

Choose a colour that you do not see that often in traffic

## TURQUOISE

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The Turquoise light is a blend of the colour blue and the colour green, and it has a strong link to the colour of the ocean. The Turquoise light is a perfect gender-neutral colour that adds pop to all your gear.



### THE COLOUR IS ASSOCIATED WITH:

Infinity, compassion, protectiveness, faithfulness, water, coolness, the sky, gemstones, patience, ocean, serenity, calmness.

## PURPLE

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The Purple light is a mix of the two colours red and blue, with an elegant and modern feeling. The Purple light is a sophisticated, varied and versatile colour that can be difficult for the eye to discriminate and categorize.



### THE COLOUR IS ASSOCIATED WITH:

Richness, royalty, prestige, being visionary, subdued, introspective, passion, creativity, mystery, luxury, power, independence.

## PINK

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The Pink light is a mixture of purple and red, and it signifies energy, passion and fun. The Pink light can be paired with almost all colours - adding a touch of glamour to your gear.



### THE COLOUR IS ASSOCIATED WITH:

Romance, affection, compassion, softness, sweetness, delicacy, innocence, fragility, friendship, harmony, playfulness, charm.

# SAFETY COLOURS FOR YOUR DOG

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## CHOOSE THE RIGHT COLOUR

The different colours give you the opportunity to choose the right one for your specific needs, as well as one suited to specific weather conditions. The colours can be mixed and matched to your other gear, in order to show the personal style of you and your dog.

### TIPS!

Choose different colours for each of your dogs, so you can distinguish between them from a distance.

We recommend the following.

#### **DOGS WITH DARK FUR:**

Choose a light colour

#### **DOGS WITH BLONDE FUR:**

Choose a dark colour

#### **IN A RURAL AREA:**

Choose any colour

#### **IN AN URBAN AREA:**

Choose a colour that you do not often see in traffic



## WHITE

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White light is made of all of the colours of the rainbow, because it contains all wavelengths, and it is described as polychromatic light.

White light is associated with headlights on cars and bicycles, and can therefore also be associated with the forward direction of a runner or a person walking.

In emergencies, white light can also be used as a mini-torch.



### THE COLOUR IS ASSOCIATED WITH:

Pureness, cleanliness, innocence, silence, brightness, simplicity, efficiency, sincerity, protection, perfection, goodness.

## RED

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Red light is the universal signal for attention, so it is a great thing to have in emergencies for signalling and safety.

Red has the longest wavelength of any colour on the visible spectrum, meaning you can see it's colour from a greater distance than other colours.

The red colour is also gentle on the eyes in the dark, and therefore helps you preserve your night vision.



### THE COLOUR IS ASSOCIATED WITH:

Rear lights/brake lights, attention, danger, heat, dynamic action, power, impulsiveness, passion, energy, strength, confidence.



## YELLOW

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Yellow light is the most eye-catching colour, making it a unique and useful colour. The human eye is an expert in distinguishing 'yellow' from other colours, and it is supposedly very visible in foggy and misty weather.

The yellow colour is gentle to the eyes, and is also colourblind-safe.



### THE COLOUR IS ASSOCIATED WITH:

Joy, heat, liveliness, friendliness, energy, loyalty, stimulation, innovation, surprise, optimism, enlightenment, happiness.

## GREEN

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Green light is known to enhance night vision, and helps intensify contrast.

The green colour is perceived more readily than any other colour due to an adaptation based on humans interacting in the natural world, where green is predominant.

With the human eye being most sensitive to the yellowish-green range of light, this makes it an optimal colour, for both urban areas where you want to stand out and for traversing through the forest.



### THE COLOUR IS ASSOCIATED WITH:

Freshness, grass, liveliness, spring, hope, renewal, lushness, harmony, growth, environment, compassion, health, good luck.

## BLUE

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The blue light has a preventive effect and is associated with police, emergency and accidents. Because of this, it gets the drivers to slow down in traffic.

Blue lights are often used when reading maps or writing, because they cast black lines in stark relief against white paper. Therefore if you are on an overnight hike or mission, a blue light will certainly help to keep you on the right path.

The colour blue has shown to look relatively brighter in dim light.



### THE COLOUR IS ASSOCIATED WITH:

Energy, vibrancy, impressiveness, water, high spirits, exhilaration, freedom, inspiration, wisdom, stability, intelligence.