

orbiloc

**WHICH
COLOUR
TO CHOOSE?**



FASHION & SAFETY

FASHION COLOURS FOR YOUR DOG

CHOOSE THE RIGHT COLOUR

Fashion colours – pink, dark 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

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.

DARK

The DARK light has an overall classy, minimalist and sophisticated look and features a xenon-like white light. The DARK light is the perfect match for those who value coolness, effect and a futuristic look.



THE COLOUR IS ASSOCIATED WITH:

Cool, zeitlos, solide, Intellekt, Wissen, Weisheit, klassisch, würdevoll, konservativ, Autorität, Kompromiss, neutral

PINK

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

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

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

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

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

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

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.