

Color is **subjective**

What a color means is in the eye of the beholder, not in the color itself.



These will all mean something different to you

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LOGO'S: STARBUCKS - TIC TAC - SPOTIFY

Color is **relative**

Colors will communicate differently depending on what they're combined with



Example: Combining yellow with red, green or blue

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LOGO'S: SHELL - SUBWAY - IKEA

Color is **circumstantial**

Colors will communicate differently depending on who the target audience is



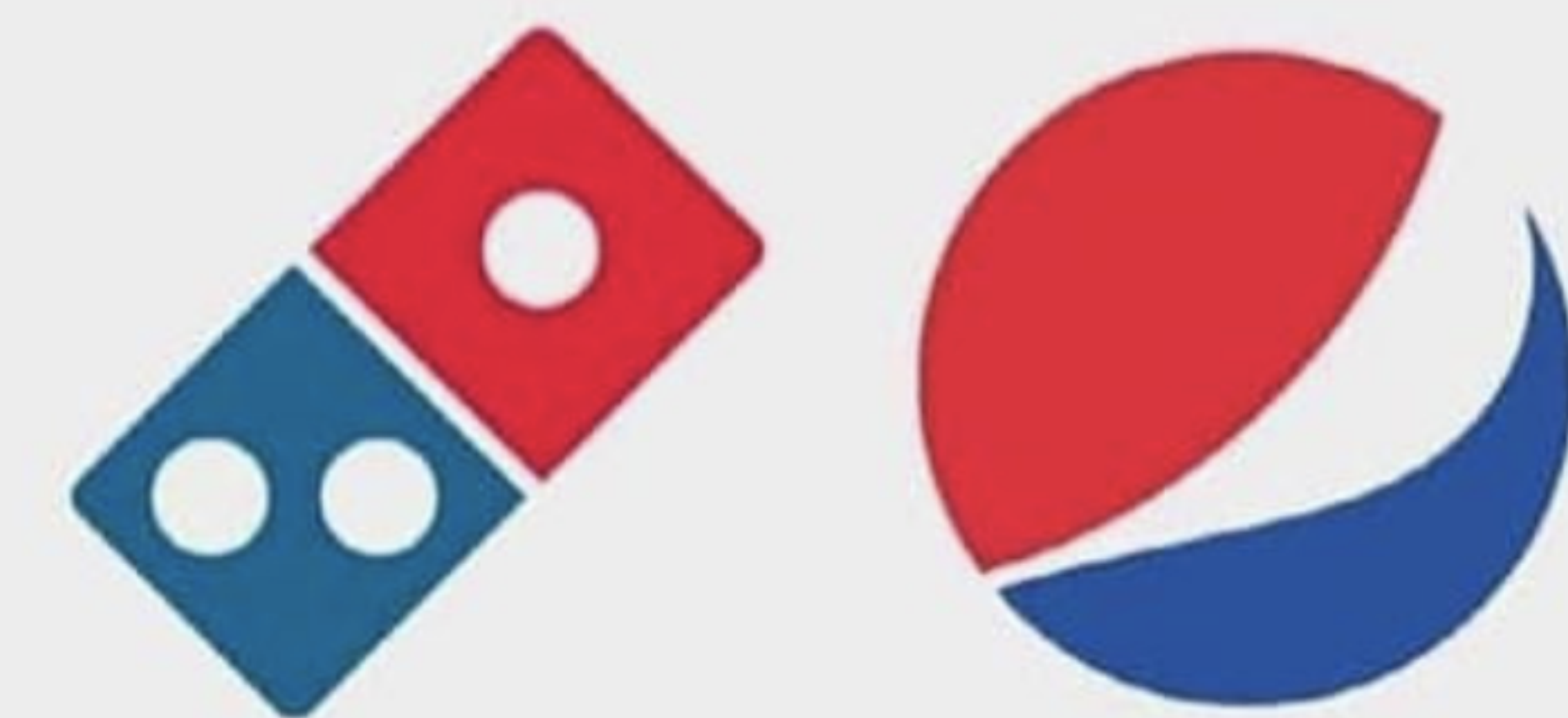
Example: Children or adults

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LOGO'S: NICKELODEON - HOOTERS

Color is **recollective**

Your memories of color combinations will create their own unique meanings



Example: Warm food or cold drinks

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LOGO'S: DOMINOS PIZZA - PEPSI