

Importance of colors in communication





Red signifies danger it can be used to good effect in marketing campaigns which need to evoke strong emotions. Red is associated with passion and love but its strong intensity also signifies excitement, determination and courage.

The Animal Planet logo is displayed in a white rectangular box. It features the word "ANIMAL" in a bold, green, sans-serif font, with a stylized green "Z" shape integrated into the letter "I". Below "ANIMAL" is the word "PLANET" in a similar bold, green, sans-serif font. A small "TM" trademark symbol is located to the right of the word "ANIMAL".

ANIMALTM
PLANET

Green is firmly linked with nature and the environment in most people's minds. It is also associated with reliability, safety, stability, honesty and freshness.



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Individual political parties are associated with one color or another. Depending on whom your audience is, this might prove to be valuable information when designing.



This eye-catching pharmaceutical display uses color to convey a sense of vibrancy and well-being.



The orange and blue color scheme on this wrap stays consistent with SunnyD's branding.