

POWER COLORSTM



COLOR & YOUR BRAND

Designing Effective Color Systems For Your Logos & Brands

*Presented by **The Logo Factory***

Color & Your Logo

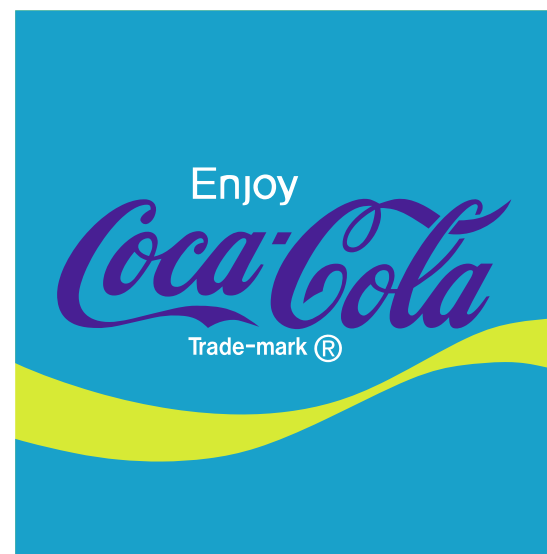
Understanding color is critical to the success of a brand.



Colors Are Important..

How Important?

Only the colors have been changed in these logos..



(yuck)

How Important?

Altering the color of this symbol seems to change its meaning..



(confused?)

How Important?

Even when verbal commands are included, changing colors can confuse the message..



(huh?)

How to Choose?

To create an effective color system for a logo or brand..



..let's look at what colors mean.

Color Psychology



The Effects of Color

It is thought that certain colors trigger an emotional response or "feeling."

They can also be symbolic & represent ideas or thoughts..

Red

Psychology of Red:

• *Bold* • *Passion* • *Strength* • *Attention* • *Love* • *Exciting* • *Action* • *Aggressive*



Notable: Red works on white & black. Can mean stop, danger and hot. Pinks (tints of red) are generally considered feminine colors.

Yellow

Psychology of Yellow:

• Logical • Optimistic • Progressive • Confident • Playful • Creative



Notable: Yellow is too bright to stand on its own & will require a secondary background or bordering color. Universal caution color. Represents clarity.

Blue

Psychology of Blue:

• *Trusted • Conservative • Steadfast • Dependable • Honest • Calm • Secure • Cool*



Notable: Most popular corporate color. Evokes trust so used frequently for online businesses & financial institutions. Masculine color.

Green

Psychology of Green:

• Nature • Wealth • Fresh • Life • Harmony • Environment • Growth • New



Notable: Means "Go." Used frequently to represent eco-friendly companies & products. Thought to be a calming color.

Orange

Psychology of Orange:

• Happy • Energetic • Sociable • Friendly • Affordable • Enthusiastic • Sunny



Notable: Orange is thought to stimulate appetite. Orange is used in some warning labels. Used frequently in retail. Often used a "call to action."

Purple

Psychology of Purple:

• Royalty • Mystery • Pomp • Ceremony • Creative • Unique • Majesty



Notable: Once the most expensive color to reproduce, thus often viewed as "elitist." Appeals to children & often used in toys and candy packaging.

Black

Psychology of Black:

• *Sophisticated* • *Luxurious* • *Formality* • *Style* • *Elegance* • *Expensive* • *Authority*



Notable: Black used by 'high-end' brands either as main or paired corporate color. Black is a somber, serious. Most logos designed in B/W first.

Multi-Colored

Psychology of Multi-Color (Rainbow):

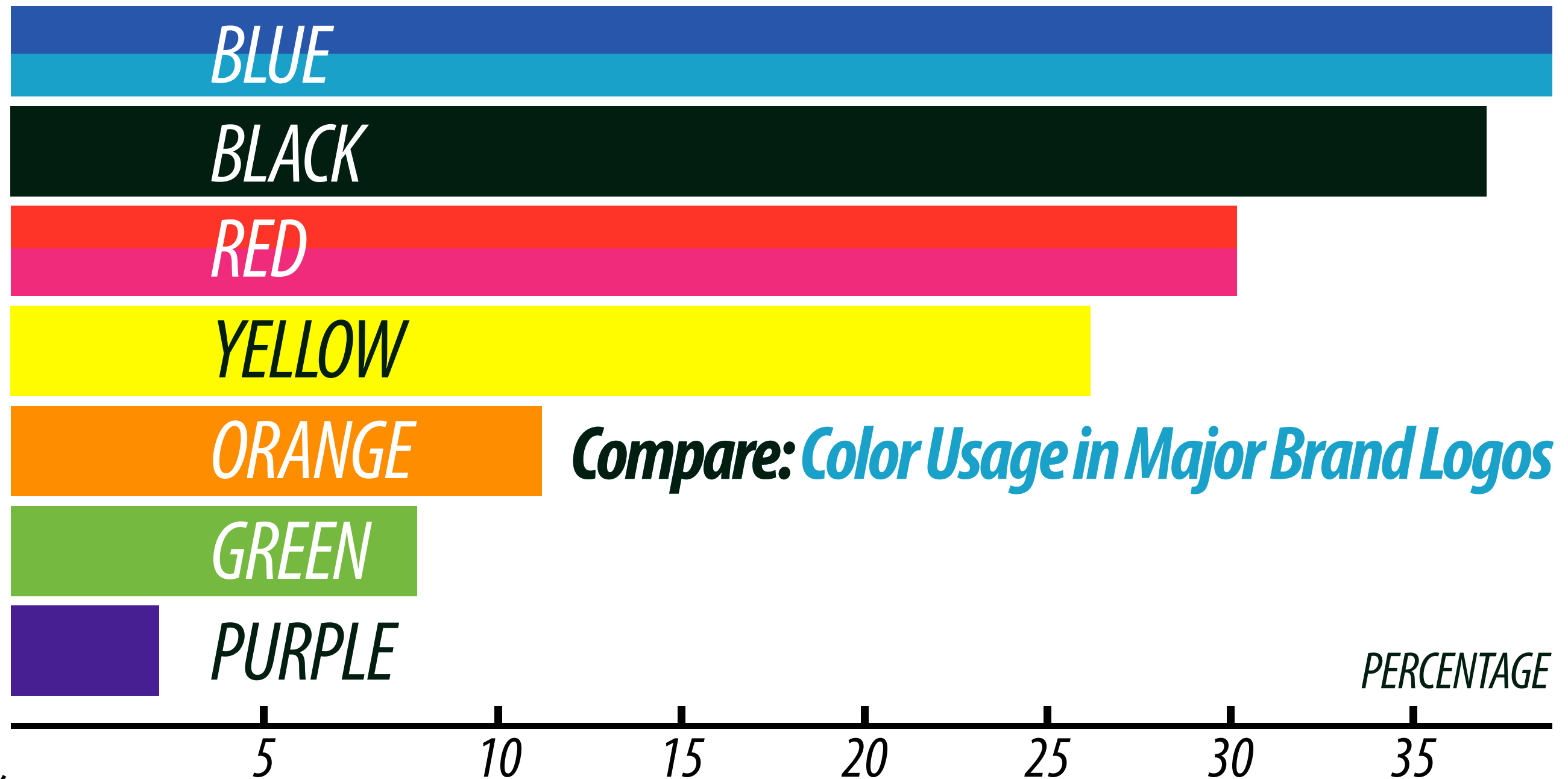
• Fun • Easy-going • Child-like • Internet • Multi-disciplinary • Authority



Notable: Relatively new phenomenon due to internet usage and economical 4 color printing. Represents color-branding challenge.

Brand Color Stats

100 Most Valuable Brand* Logos & Color

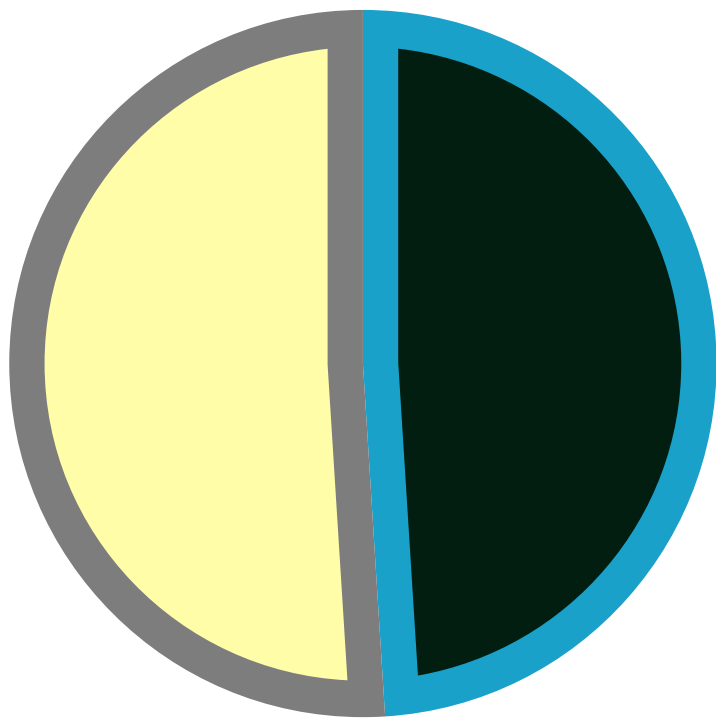


Compare: *Color Usage in Major Brand Logos*

*Source: **Forbes'** Most Valuable Brands of 2014

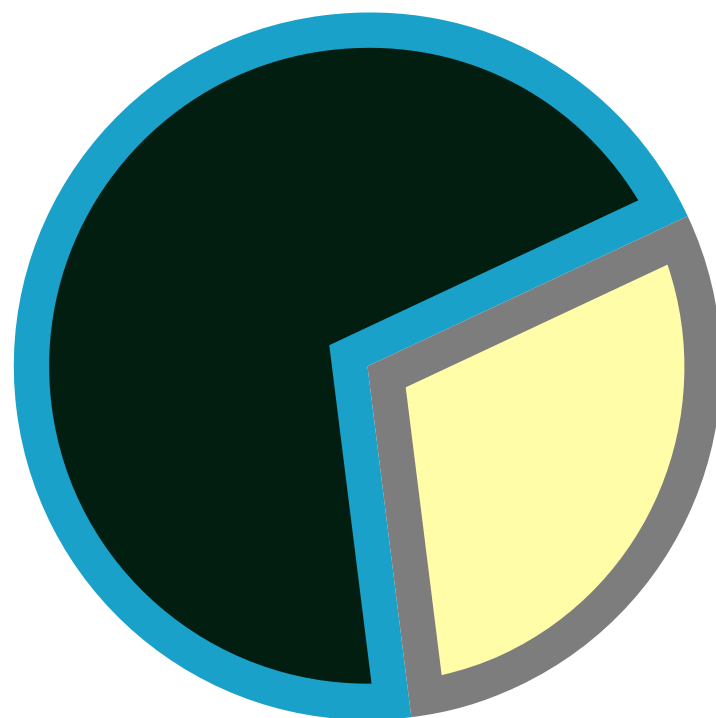
Brand Color Stats

100 Most Valuable Brand Logos & Color



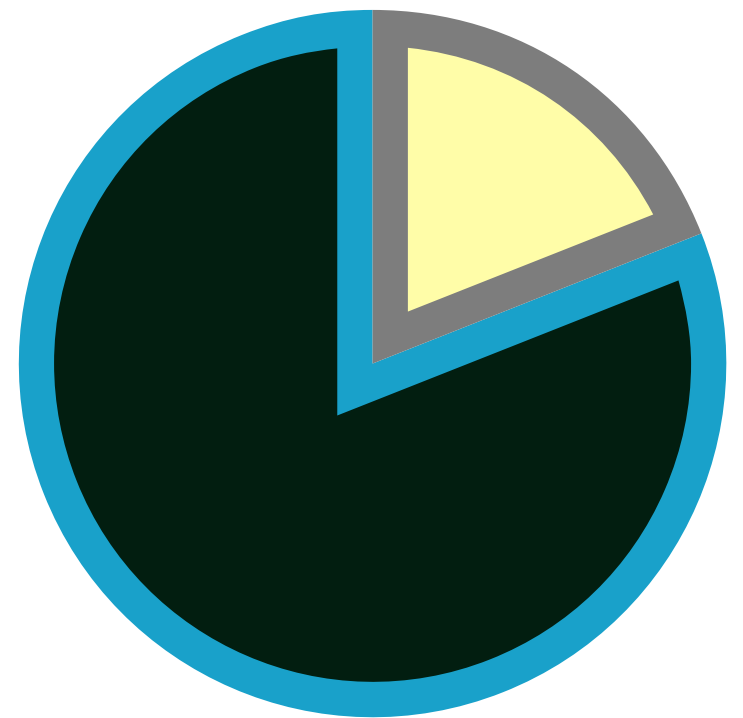
51%

Monochrome*



30%

Two Color



19%

Full Color

** Monochromatic logos are not necessarily black but ONLY feature one color.*

Your Brand Colors?



Selecting Color Pairs

The majority of successful brand logos use one or two colors. The vast majority also use primary or secondary colors as their lead (main) color.

Color Theory

There are three Primary Colors.

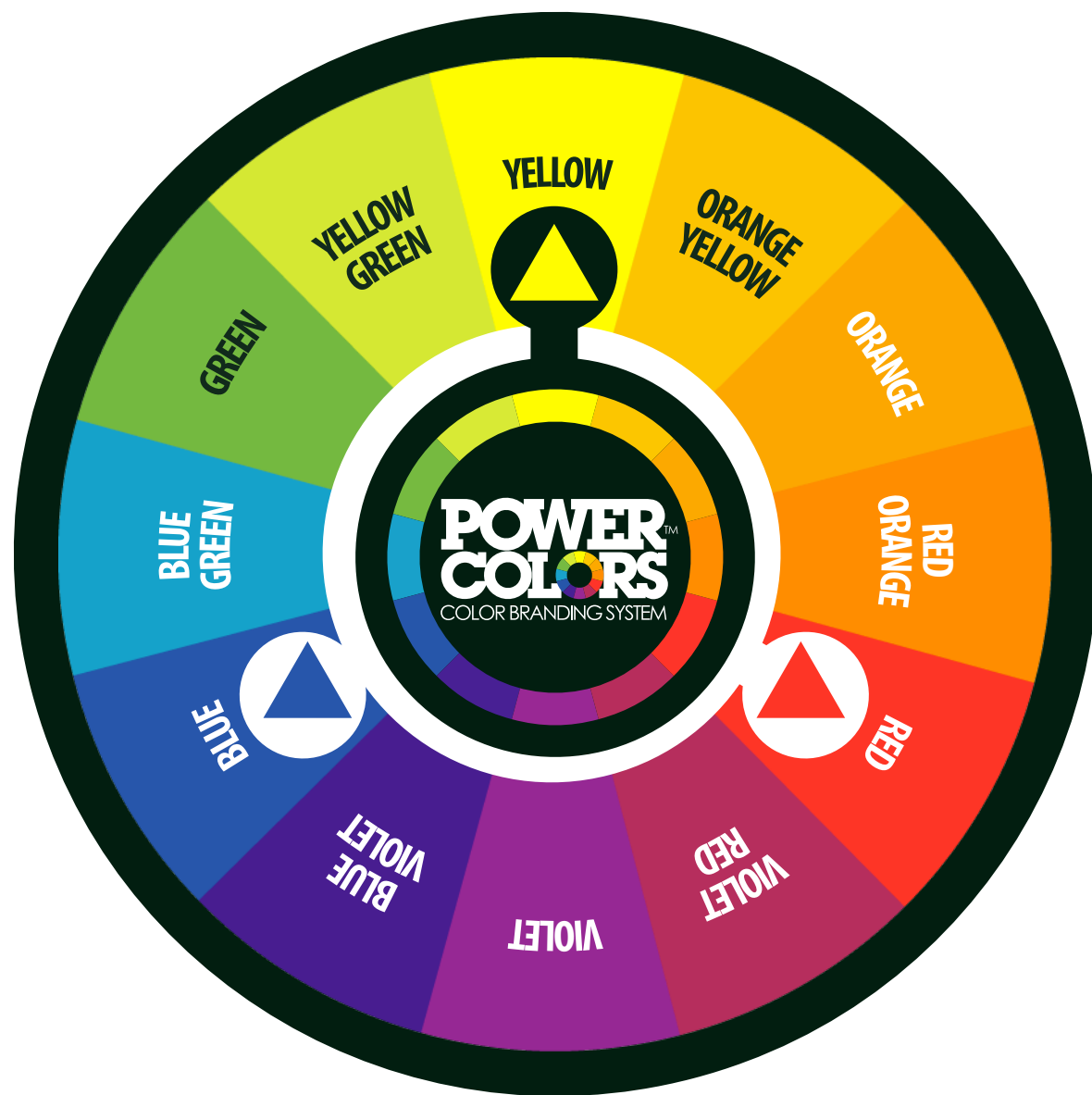


When combined they make Secondary Colors.



Color Theory

All together they make up The Color Wheel.



Simple



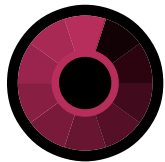
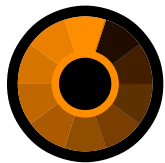
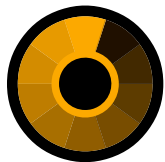
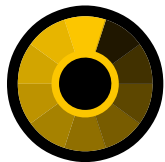
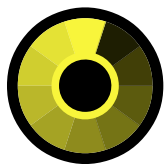
Complex

Color Theory

Colors can be lightened, darkened & muted.

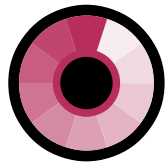
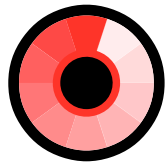
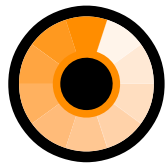
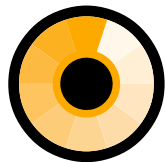
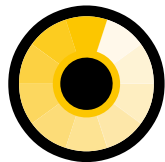
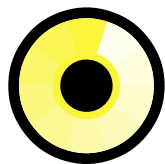
Shades

Color + Black



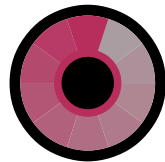
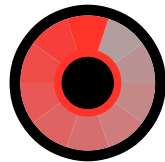
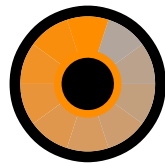
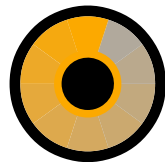
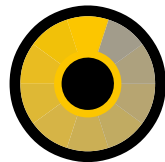
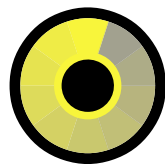
Tints

Color + White



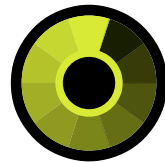
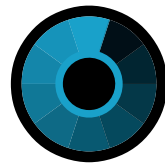
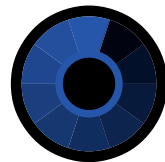
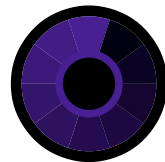
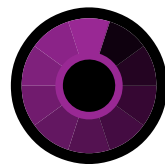
Tones

Color + Grey



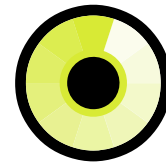
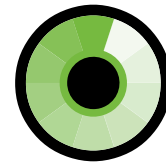
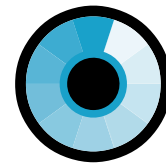
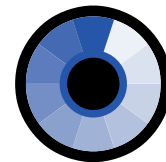
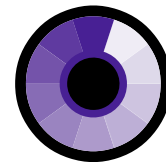
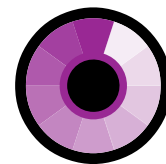
Shades

Color + Black



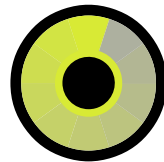
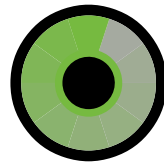
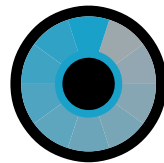
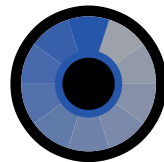
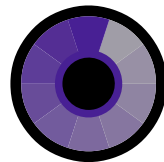
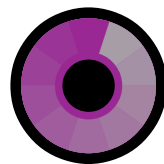
Tints

Color + White



Tones

Color + Grey



Color Relationships

Complementary Colors



Colors opposite each other on The Color Wheel

Color Relationships

Complementary Color Pair logo examples

Your
Awesome
Logo ✕

Your
Awesome
Logo ✓

Your
Awesome
Logo ✓

Your
Awesome
Logo ✓

Your
Awesome
Logo ✓

Your
Awesome
Logo ?



Suitable "as is"



May need some modifications



Not suitable without major modifications

Color Relationships

Triadic Colors



Colors that form a triangle on The Color Wheel

Color Relationships

Triadic Color Pair logo examples



✓ Suitable "as is"

? May need some modifications

✗ Not suitable without major modifications

Color Relationships

Analogous Colors



Colors close to each other on The Color Wheel

Color Relationships

Analogous Color Pair logo examples



Suitable "as is"



May need some modifications



Not suitable without major modifications

Support Palette



COLOR BRANDING SYSTEM

For a uniquely professional brand color system, you'll want a support palette that is in harmony with your main logo colors.

This palette will be used consistently on websites, brochures and other marketing material to help build your visual identity..

Support Palette

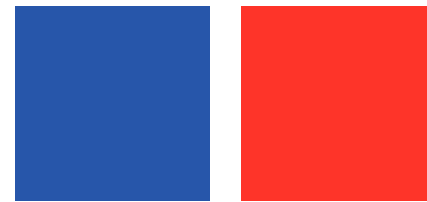
COLOR BRANDING SYSTEM



MAIN LOGO COLORS



SUPPORT PALETTE



MAIN LOGO COLORS



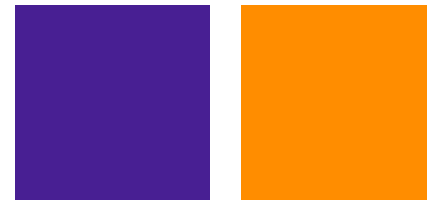
SUPPORT PALETTE



MAIN LOGO COLORS



SUPPORT PALETTE



MAIN LOGO COLORS



SUPPORT PALETTE

COLOR & YOUR LOGO

Color Can Help Define Your Brand.

While it's helpful as a guide, color psychology is more art than science. On any given day, you'll get different answers to what this or that color means. Let's take the 100 most valuable brand logos, analyze their color choices and apply them to commonly understood color meanings.

Logos of the 100 most valuable brands.



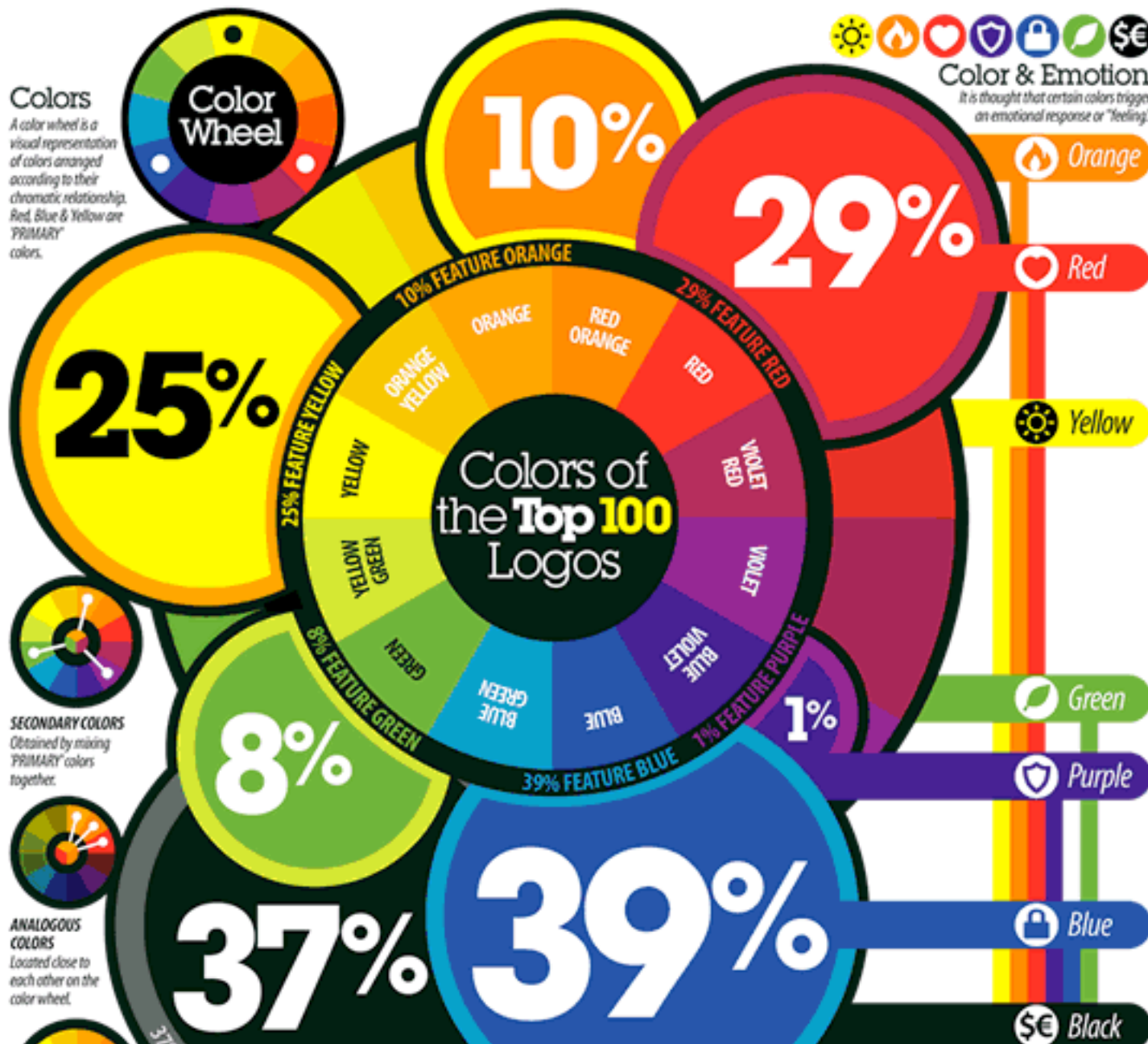
Colors

A color wheel is a visual representation of colors arranged according to their chromatic relationship. Red, Blue & Yellow are "PRIMARY" colors.

Color Wheel



Color & Emotion
It is thought that certain colors trigger an emotional response or "feeling."



Want to Learn More?

Download this free information-packed **Color & Your Logo** infographic.

[Click Here](#)

THE LOGO FACTORY



[Click Here](#) For More Info on
Logo Design & Branding

TheLogoFactory.com