hi i'm simon from the logo company and

this is the psychology of color in logo

design humans love color in kindergarten

everybody wants to have the biggest box

of crayons for the largest selection of

colored pencils

the fascination doesn't wane with time

either colors convey messages evoke

emotions and add brilliance to everyday

things color also plays a key role in

logos visit Times Square in New York and

you'll see a sensory overload of

business logos vying for your attention

some use hues they're quiet but they're

catching while on the screen for

attention what do specific colors say

and how a famous brands use them to

their advantage look on the bright side

yellow is optimistic yellow is the color

of the Sun as such it's easy to

understand why yellow evokes feelings of

optimism clarity and warmth yellow is

also a rich color it calls to mind

golden treasure another perk of yellow

is that because it's so bright it can

stand out even when it's in busy

surroundings brands that want to put a

smile on the faces of consumers call on

the power of yellow however they don't

all use yellow in the same way for

example McDonald's golden arches are kid

friendly and fun or UPS is brown and

gold shield is dignified and slightly

more subtle some chips make excellent

use of yellow because the very name of

the product devotes images of our

closest star cat uses yellow in a

different way all together their

machines are a staple in the

construction industry where safety is a

priority yellow signifies caution

convey confidence orange doesn't hold

back orange is a color that doesn't let

anyone pass by without taking a look it

stands out in a crowd and sends a

message that says I'm not afraid to be

the center of attention

orange is creative youthful and

enthusiastic Hooters uses orange while

some people may not approve of the

brand's dress code the company doesn't

try to hide its identity

harley-davidson also employs orange is a

key element in its logo pairing orange

with black and white takes away some of

its in-your-face quality and it comes

together with the other colors to create

a logo that is both tough and attractive

orange is a kid-friendly hue

Nickelodeon's orange splatter grabs the

attention of young minds across the

globe infantile and crush orange sodas

easily luring those with a sweet tooth

get your blood pumping red raises the

energy level red can actually raise

people's pulse rates when they look at

it it's a powerful color that's warm

exciting sexy and urgent it's the color

of blood and romance of stop science and

classic roses this punchy hue works well

in the entertainment industry

Nintendo's logo has a simple font and

almost no imagery but the use of red

LEDs is standing on Netflix two employs

the power of red its logo is a simple

rectangle with bold lettering retailers

like Kmart and Target also use red red

sense of urgency may compel people to

buy especially when a sale is in its

last hours coca-cola takes advantage of

Red's welcoming alert the finds logo

coupled with the company's advertising

make the drink into something that calls

to mind positivity and affection explore

the universe

purple sparks the imagination purple is

the color of royalty it conjures images

of grandeur opulent and mysticism

it activates the imagination and

enthralls the eyes brands harness

Purple's rebook anything is possible

vibe to drawing customers who are

looking for an experience that is a step

away from the ordinary sci-fi channel is

a prime example of a brand that employs

purple they coupled the color with a

bold modern sans-serif font the

combination is fitting for a channel

that gives in glorious impossibilities

or sea hair products also use purple

styling here is a creative endeavor and

Australia too is a symbol of exploration

purple carries with it a sense of wisdom

hallmark and Big Brothers Big Sisters

both use purple greeting cards offer

wisdom and serving as a mentor to

children is the act of someone wise and

willing to dive into new things find

your strengths blue is the hue of

dependability all you have to do is sit

by the ocean on a clear day or stare up

at a flawless sky so know that blue is a

calming color the ocean and sky are also

mighty light blue indeed blue conveys

feelings of strength dependability and

tranquility technology brands like Dell

IBM Intel and HCMC

take advantage of Blue's trustworthy

message they create products that people

rely on day after day brands that sell

appliances and machines love blue as

well

ge and Ford both use it the bottom line

on blue it's a handy go-to color for any

company that prides itself on its

professionalism reliability and

hardiness embrace the environment Green

is for growth earth may be the blue

planet but there's plenty of green here

as well green is serene and peaceful it

conveys the idea of growth many brands

whose products deal with the environment

utilize green John Deere Animal Planet

and the Girl Scouts will use this color

of course Green's value goes beyond

nature focused companies

Whole Foods take advantage of the fact

that people associate greed without go

for the classic combo black and white

are simple and elegant technically black

and white aren't colors black is the

absence of color and white is a

combination of all colors technicalities

aside both black and white along with

other neutral cues make for striking

logos black is professional and credible

but it can be edgy as well why it is

clean and pure using them together makes

for a logo that is timeless and

beautiful Nike and Puma use black for an

edgy vibe while newspapers and other

publications use black and white the

combinations balance and simplicity gray

- plays an important role in the logo

world especially when it's shown to a

silver finish car companies like

mercedes-benz and Honda use logos that

feature silver the psychology of color

is a deep subject that fascinates

scientists and laypeople alike however

anyone can understand the basics and use

those principles to design an effective

logo my name is simon McArdle and i'm

the owner of the logo company you can

see more logo information at HTTP the

logo company dotnet if you found this

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