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(ˈvaɪɪŋ) for your attention. some use **hues**(оттенки) 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**(ясность) 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**(золотые арки) are kid

friendly and fun or UPS is brown and gold shield is **dignified and slightly** **moresubtle(**достойным и чуть более утонченным**)**. 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(**желтый означает осторожность, передаёт уверенность**)**.

**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 as 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(детский дружелюбный оттенок). Nickelodeon's **orange splatter**(оранжевые брызги) grabs the attention of young minds across the globe. infantile and crush orange sodas easily luring those with a **sweet tooth**(с пристрастием к сладкому)

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**(богатый размер) and mysticism.

it activates the imagination and enthralls the eyes. brands harness Purple's **rebook**(пересчитывает) 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**(надёжность) 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 video useful please subscribe share like and comment