

# LOGO DESIGN **USE** OF COLOR

BRANDS CHOSE LOGOS THAT SUPPORT THE MESSAGE OF THEIR BRAND



EACH COLOR CONVEYS DIFFERENT TRAITS THAT GIVES THE LOGO PERSONALITY

## RED

- CALLS FOR ACTION
- ENERGETIC
- DRAWS ATTENTION



*Coca-Cola*



## ENTHUSIASM

- ADVENTURER
- OPTIMISTIC

## ORANGE

## YELLOW



UPLIFTING



HAPPY



ANIMAL PLANET

## HEALTH



NATURE

## GREEN

## BLUE

OCEAN & THE SKY

## TRUST

COMMUNICATION



YAHOO!

## CREATIVITY

WEALTH

## PURPLE