When it comes to branding of your company, logo plays a crucial role in it.  
And the reason is it represents your business and work.  
And so for that designing of a logo using proper colors suitable to your business is important.

It reflects how you and your business is.  
If you have designed your logo but stuck with colors here is a short article on colors about the meaning of colors in the logo. Because the logo is an important and vital part of your company and your brand and which makes a significant impact on a company's public perception. A logo is the biggest investment of a company and logo describes the company. So in logo designing along with the design of the logo color plays an important role in designing a logo.   
  
**What does each color mean?**

Colors of the logo are One of the essential of conveying your logo’s meaning. various graphic elements Are needed to be integrated to create an amazing and stunning logo for your business.  
Colour can sway thinking, change actions, and cause reactions. It can give you dullness and excitement, it can give a boost to you or de-energize, it can irritate and it an soothe your eyes, raise your blood pressure or suppress your appetite. It holds an array of meaning that manifest in the natural world, different shades different meanings, millions of meanings you can write about colors. colors make a great influence on human psychology thus designers prefer incorporating it in their design.

Here is some basic color meaning for you to understand and boost your proficiency as a logo.

But before that let's look out for the categories in color to know more about them.

Colors are widely divided into two types  
1) Warm color  
2)Cool color  
Both specify different meanings and different Importance.  
Let's look one after one.

**Warm colors**

Warm colors include Red, orange and yellow. These color specify in enthusiasm, energy, passion, and excitement. They evoke warmth as they remind us of Sun and blood. it introduces us about Love, passion, romance, intellect, caution, friendliness, warmth, innovation, creativity, thinking, and ideas.

**Cool colors**

 Cool colors involve all natural colors which we can see in nature like green, blue, and purple. It itself describes its meaning that it is used for describing cooling or soothing property. They are not overpowering and tend to recede in space. Cool colors include green, blue and violet color.

This was about the categories let's know a little better about colors in details.

**Colour Green**

The color green is a symbol of continuous growth and lack of experience.

It is a status symbol for Money, Banking, ambition and wealth. The only reason we love Nature is it has an eye soothing effect on humans and healing effect both physically and emotionally. It is an ideal background for any kind of design because it is visible anywhere.

**Colour Red**

The red color screams passion, energy, love, desires, and determination. it is as warm as blood and as intense as fire.  
Scientifically red color has the longest wavelength and so it is more intense and warmest of all color schemes. Thatswhy many countries incorporate red color in their flags. You can see People prefer writing “Buy Now” “Click here” in red color because it is Go to color. It seeks people attention and attracts quick than other colors fastly.

**Color Yellow**

Color of sunshine, the color of Merriness. Its all associated with sunshine and warmth, Boosts mental activity, make us cheerful, and generate muscles growth. It stands for freshness, positivity, happiness, and enthusiasm with enlightenment. It is an icon of honor loyalty and joy but on another side, it represents cowardice and deceit.  
It is another attention seeker after red color. if you want to bring peoples attraction use this color. but not too much it makes people distracted and impatient. So it is best to use a yellow color in a balanced way.  
The color of sky and ocean, the blue color also represents the meaning of depth, trust, loyalty, sincerity, wisdom confidence, stability, faith, heaven.  
It is embedded with positivity and bringing peace. It inspires to be loyal, to be sincere, to be confident and intelligent.  
it can bring a dramatic effect to your logo while if you will use faint blue in your logo it will reflect the confidence with patience or peace.

**Colour Violet**

violet color a perfect blend of red and blue color, blend of properties of red color and blue color so it is often regarded as sacred delicates and precious. Combining wisdom and power with sensitivity and humility, violet can achieve a lot for those less fortunate. The color purple is specifically associated with royalty and the nobility, creating an impression of luxury, wealth and extravagance. Purple has power.

**Color black and white**

the most important thing to be noticed is advertising started with black and white only. because these colors are versatile and they can go with every color.  
White color often represents innocence, purity and new beginnings where black represents sophistication, luxury, confidence, and strength.  
It can lead to a focus on the abstract and essentials.

Designing a logo and choosing a color for it is the most essential when it comes to building a brand.  
To attract the customers it is necessary to build the design and select colors considering every aspect.  
Above tips are for creating your logo and it will help you out in choosing the color to your business logo.

[Aspire Pr and Strategies Pvt Ltd](http://aspirepr.in/)