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Color psychology in logo design

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Ryan Hayward
CEO, Founder

1

Red.

Colors like red capture attention! The color red means excitement, strength, love & energy.



2

Orange.



The color orange reflects confidence, success, bravery & sociability.

amazon



nickelodeon

3

Yellow.

The color yellow represents creativity, happiness, warmth & cheer.



4

Green.

The color green revolves around nature, healing, freshness & quality.



5

Blue.

The color blue reflects trust, peace, loyalty & competence.



6

Pink.

The color pink revolves around compassion, sincerity, sophistication & sweet.



7

Purple.

The color purple indicates royalty, luxury, spirituality & ambition.

The Cadbury logo is written in a dark purple, elegant cursive script.

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