

ARTS 253
Graphic Design Branding



Lets take a brief look at

COLOR IN BRANDING



Colors are important

Looking at many different brands you will see that color is equally important to a brand as its name, logo, or any other identifier.

Lets take a look at 8 different company colors to see if you can identify these brands by just the color they have chosen to define themselves.



TIFFANY & CO.

TIFFANY & CO.





Notes

654

1 ◊ 100 ◊
76 mm x 76 mm

3M



Worldwide Services
Synchronizing the world of commerce



Low Emission
Hybrid Electric Vehicle



FISKARS®



T-Mobile



Won its trademark suit in February 2014

Barbie™



So what is so fancy about these colors?



They are all
Trademarked™



Colors are **REALLY** important

Looking at these different brands they have identified themselves with a color that they want you to remember. A color that they hope will remind them of their brand every time that you see it.

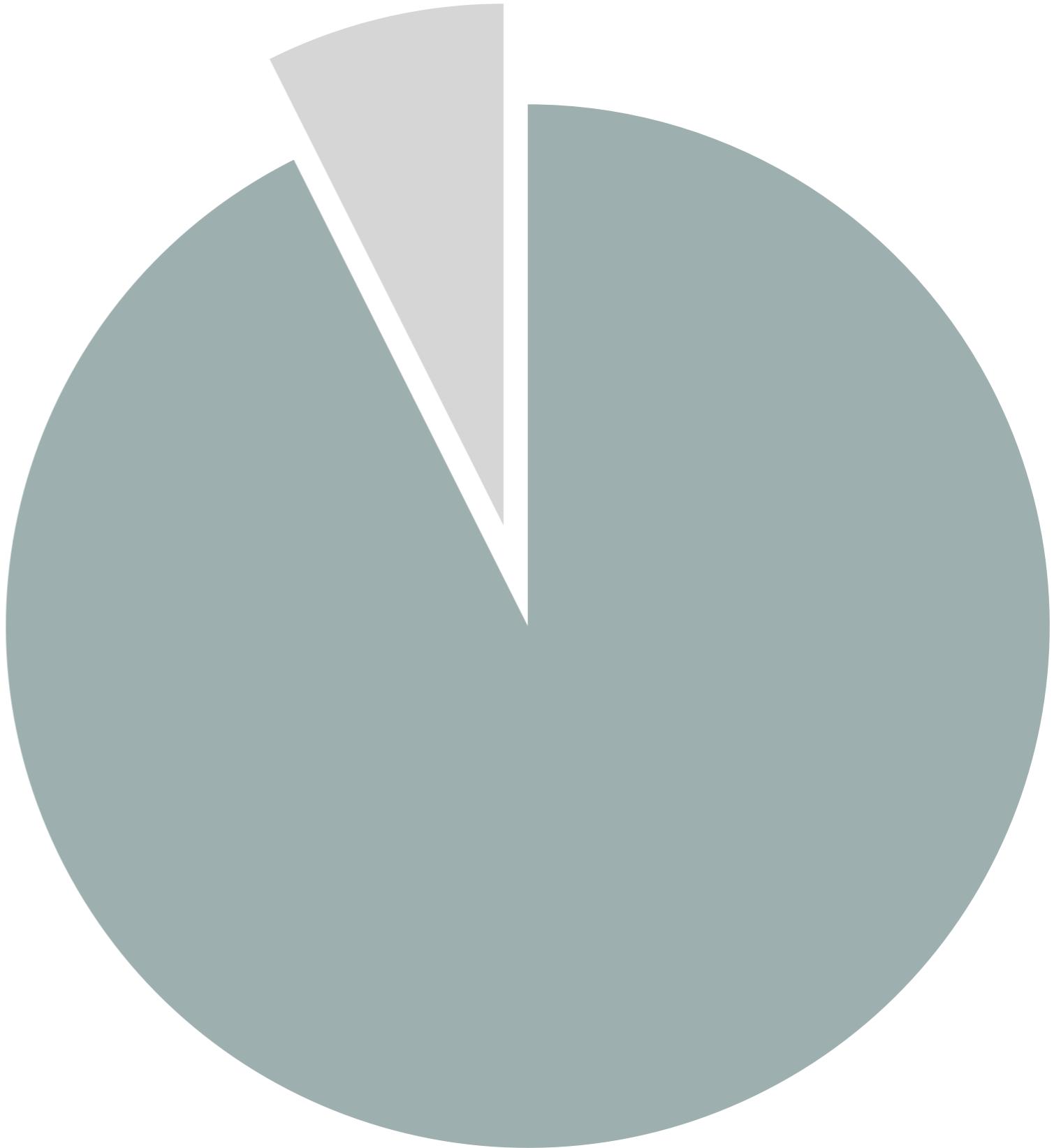
Color is so important to branding that a study was done that found that **color increases brand recognition by 80%**

Lets look at some of the results from the study.



92.6%

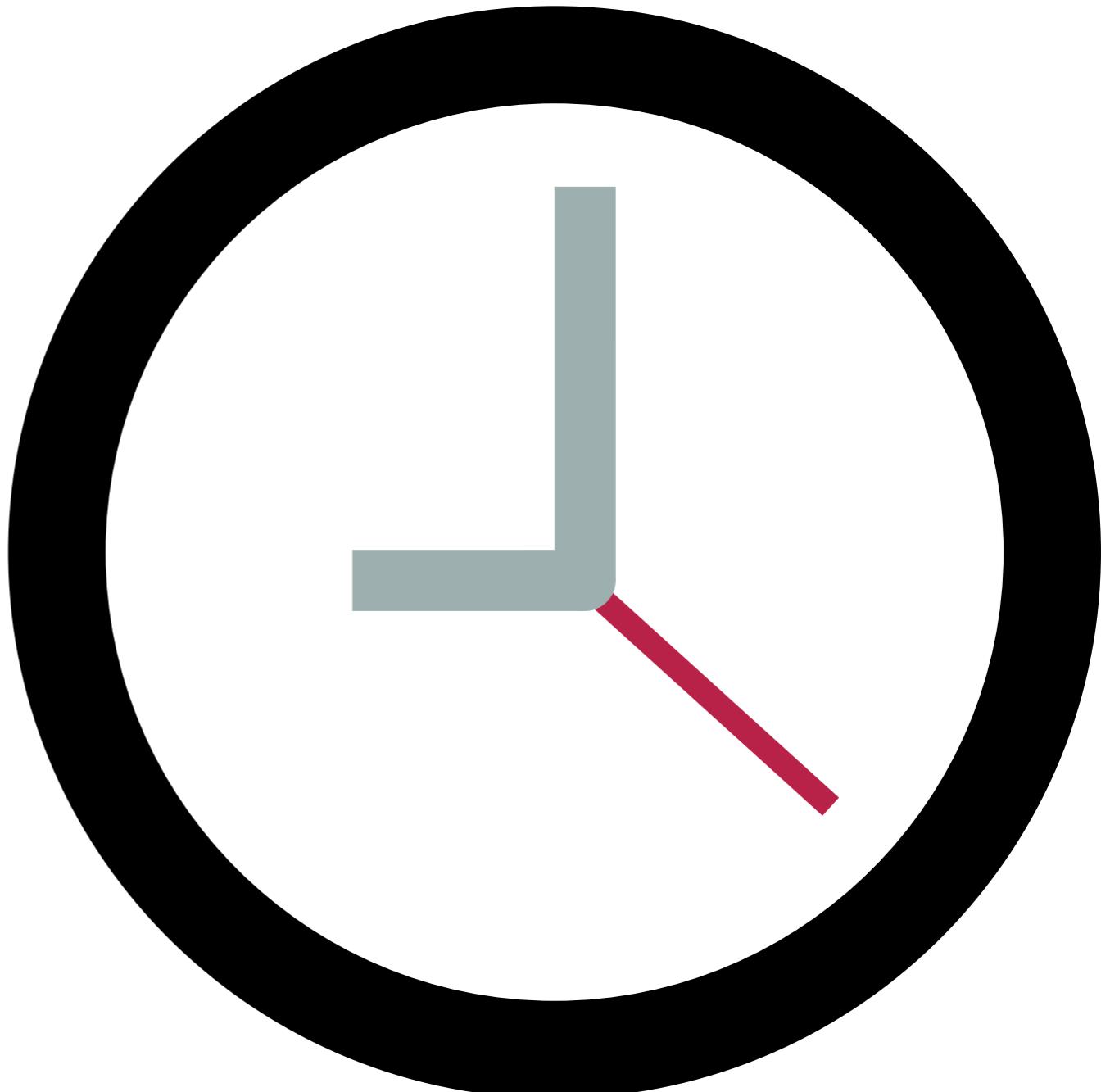
of people say the visual dimension
is the **#1 influencing factor** affecting
their purchase decision.



90 SECONDS

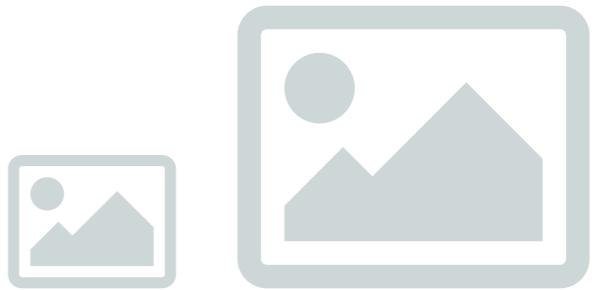
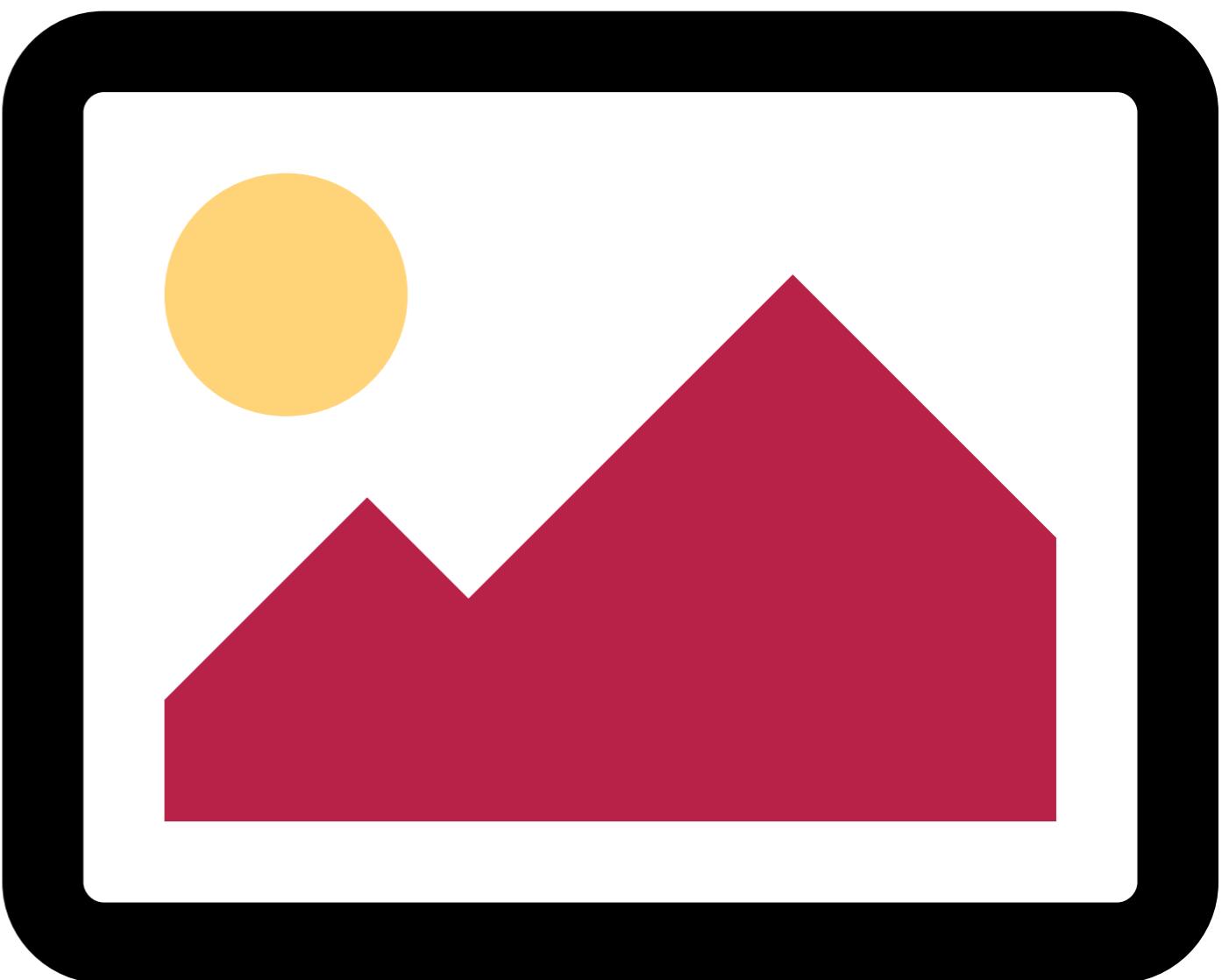
Studies suggest that people make a subconscious judgement about a product within 90 seconds of initial viewing.

Up to 90% of that is based on color alone.



26%

One study found that magazine readers recognize full-color ads **26% more often** than black-and-white ads.



2/3

Two out of three consumers won't buy a large appliance unless it comes in their preferred color choice.



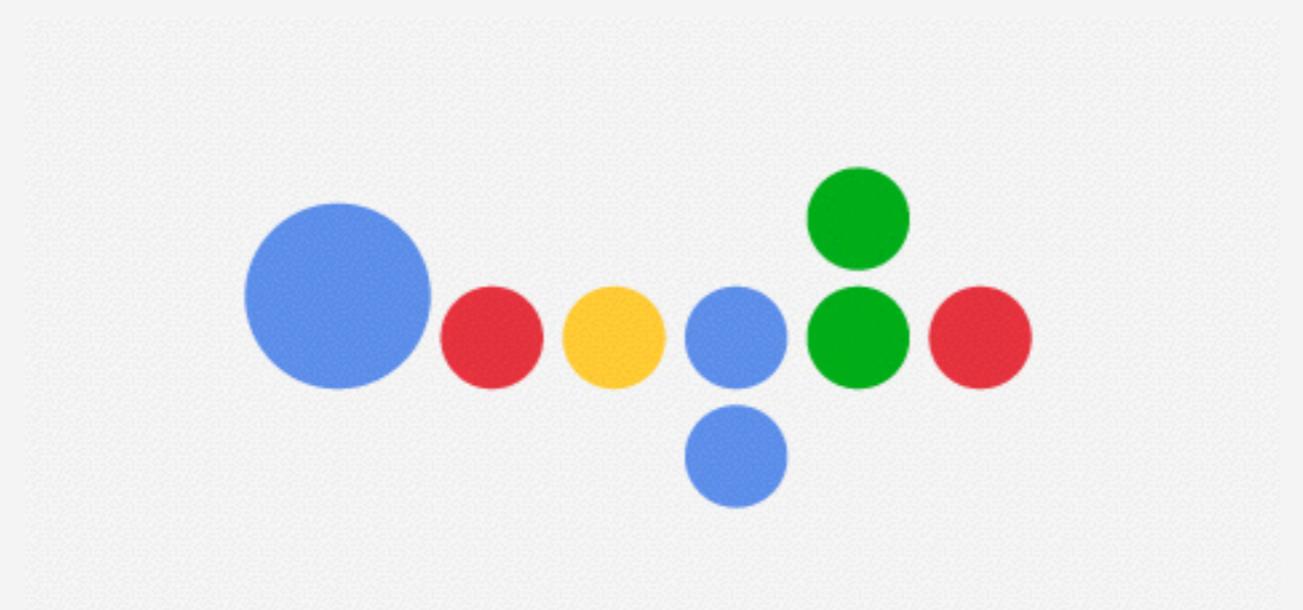


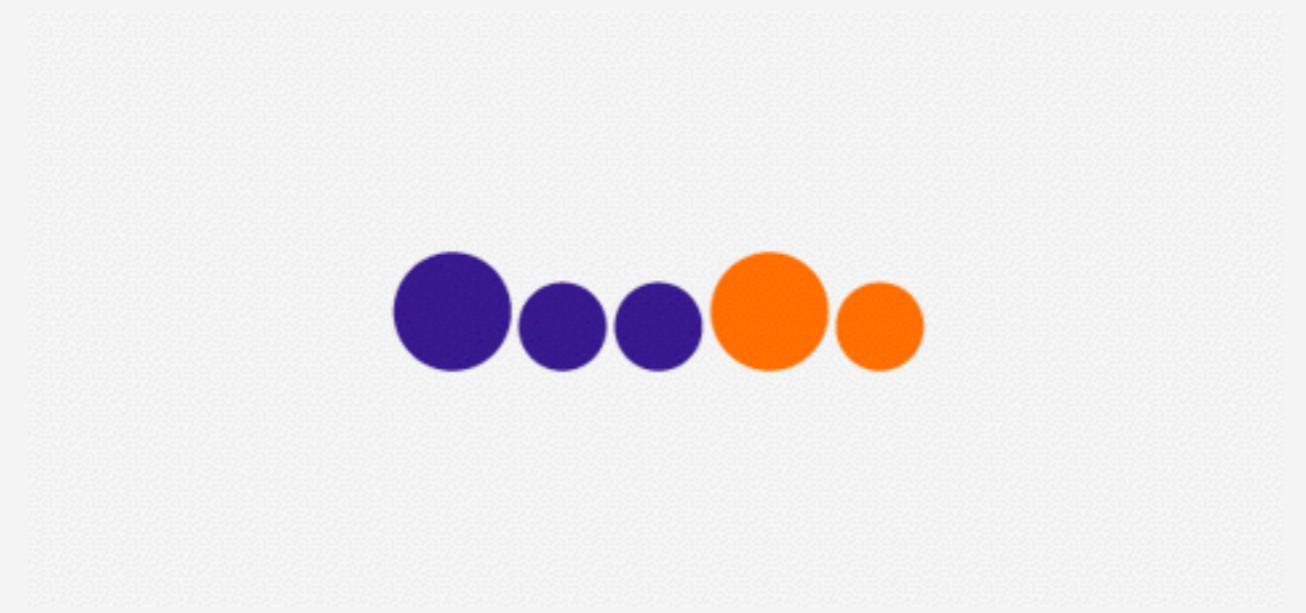




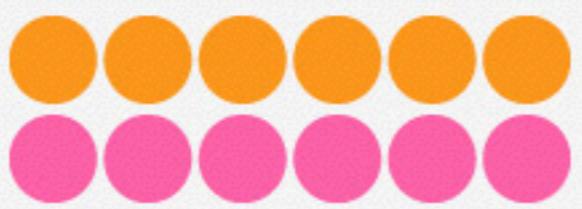
Lets take a **MORE** look at
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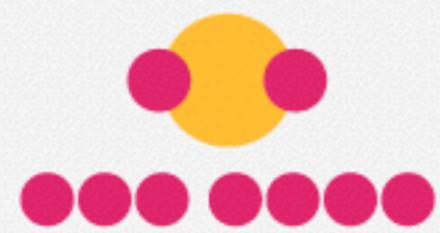


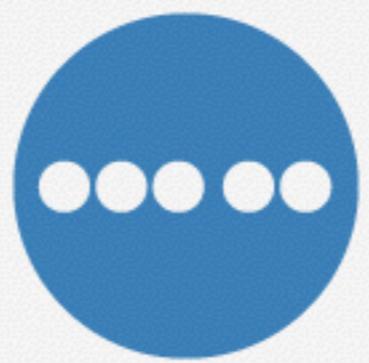


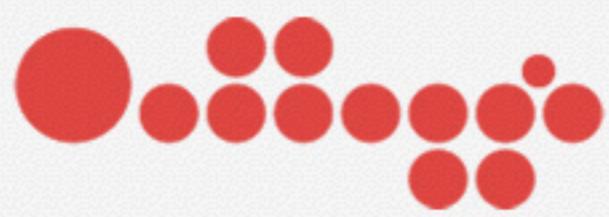






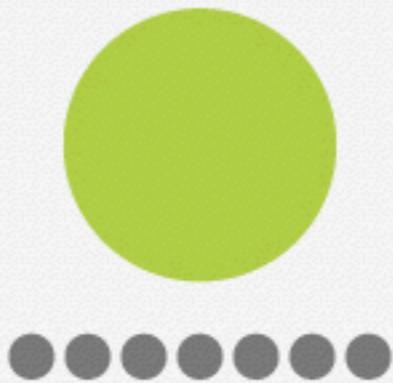


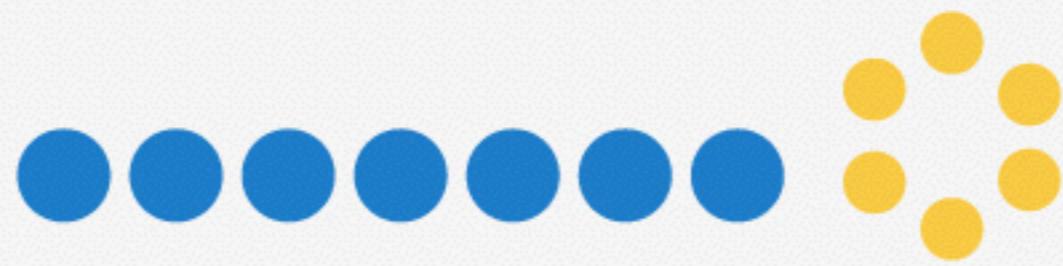


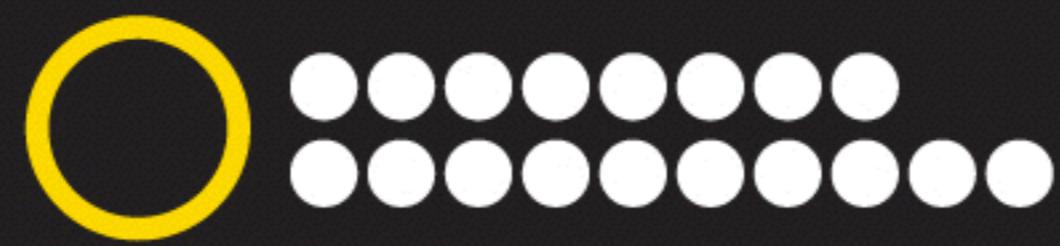


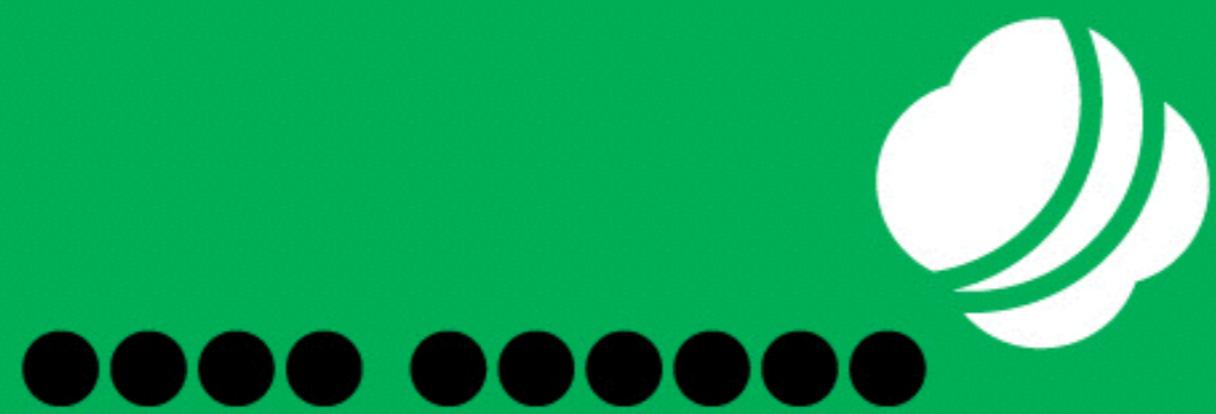




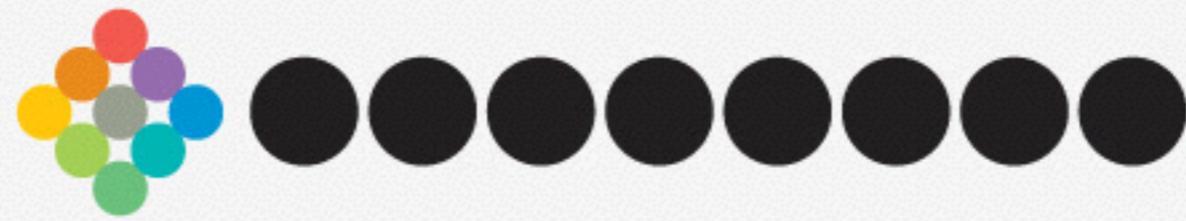


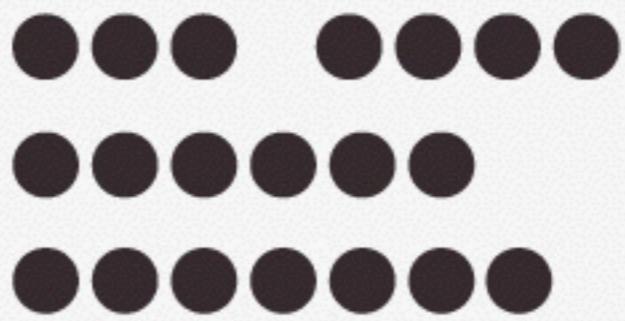


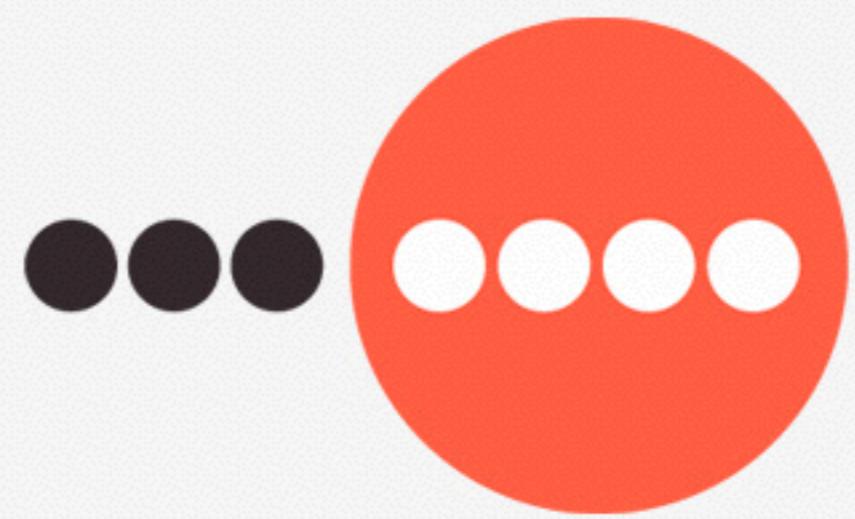
















Lets take a **MORE** look at
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Color Trends



95% Use only 1 or 2 Colors • 5% Use more than 2 Colors



Lets take a look at

EVEN
MORE

COLOR IN BRANDING



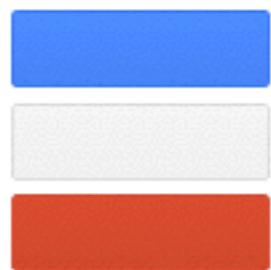


figure 1

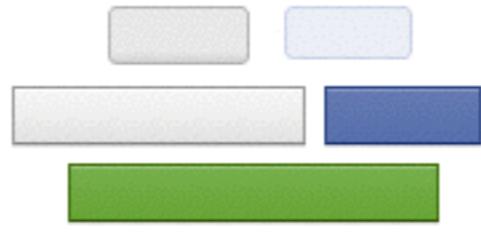


figure 3

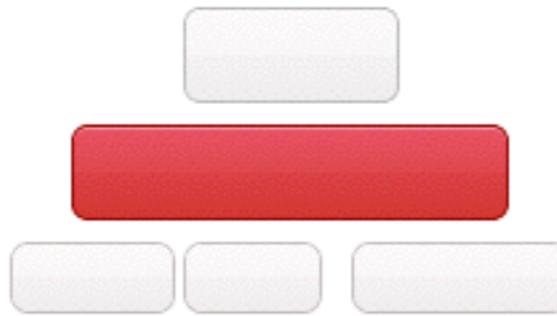


figure 5

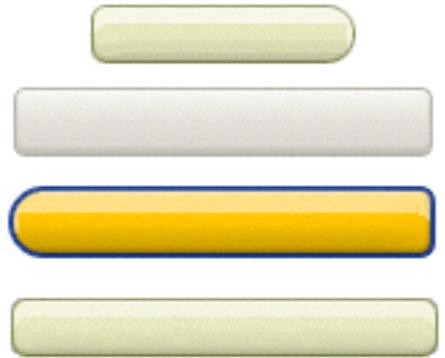


figure 15

Lets take a brief look at

COLOR MEANINGS



Colors Mean Something

Not only are colors very important in identifying a brand, they also are very important in conveying meaning and feeling.

Remember that people choose brands on many things and one of them is simply the color of things. So knowing what colors mean, or what people identify them with can help you decide what colors to use.





excitement, passion, bold,
love, anger, urgency, danger,
safety, daring, strength,
courage, stimulating

BEST USED FOR

food, clothing, fashion, apparel cosmetics,
sports, real estate, entertainment, health
care, caring, emergency services,
hospitality, marketing, public relations,
advertising

ORANGE

cheerful, friendly, confident,
health, youthful, innovation,
creativity, vibrance, energetic,
active, impulsive, enthusiastic,
fruitful

BEST USED FOR

recruitment, food and drink,
entertainment, education, sports, human
resources, childcare

YELLOW

warmth, optimism, energy,
clarity, fresh, joy, intellect,
friendly, cheerful, stimulus,
alert, bright, positive

BEST USED FOR

childcare, food and drink, entertainment,
new technology, automotive, signs and
banners, e-commerce

GREEN

peaceful, health, growth,
environment, envy, balance,
natural, money, safety,
relaxation, abundance,
healing, educational

BEST USED FOR

medicine, science, government,
recruitment, ecological-business, tourism,
human resources

BLUE

trust, dependable, strength,
calm, stable, power, smart,
confidence, integrity, sincerity,
sympathy, harmony, focused,
professional, business like

BEST USED FOR

medical, scientific, utilities, government,
health care, high-tech, recruitment,
tradesmen, legal, information technology,
dental, corporate

PURPLE

creative, imaginative, wisdom,
royal, mysterious, luxury,
magic, passion, spiritual,
dignity, fashion, success,
sensual

BEST USED FOR

body, mind and soul, astrology, tarot,
aromatherapy, massage, yoga, arcane,
healing, spiritual, occult

BROWN

earthy, nurturing, historical,
safe, financial, tradition,
conservative, reliable,
retrospect, steady

BEST USED FOR

construction, animals, mining, veterinary,
finance, real estate, ecology

BLACK

bold, rich, power, death, evil,
elegance, mystery,
sophistication, formality,
seductive, conservative,
modern, precise, direct

BEST USED FOR

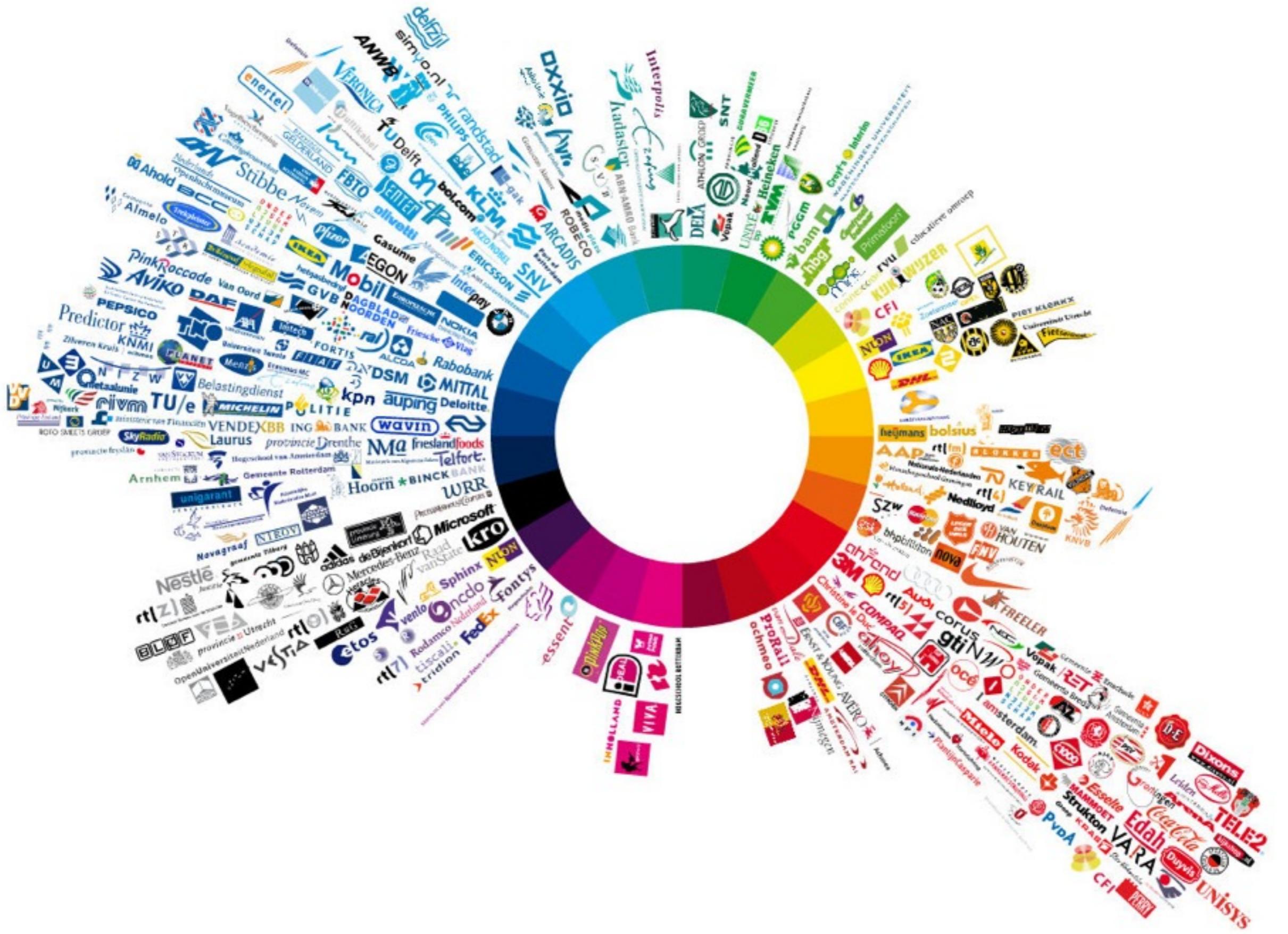
construction, corporate, oil, financial,
fashion, manufacturing, cosmetics, mining,
marketing, tradesmen

WHITE

freshness, clean, hope,
goodness, light, purity,
simplicity, truth, minimalism,
wholeness, perfection,
innocence, spacious, medical

BEST USED FOR

medical, science, high-tech, dental







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