

Choosing Color

In this video we'll work through choosing color for your logo. We'll try a few different techniques, from pure 'gut feel' to using color theory, which you can then use in your process.

Let's get started!




STEP 1: PICK COLORS BASED ON 'GUT FEEL'

I'm going to start with the logo I made in **Episode Two** of the BYOL Show:

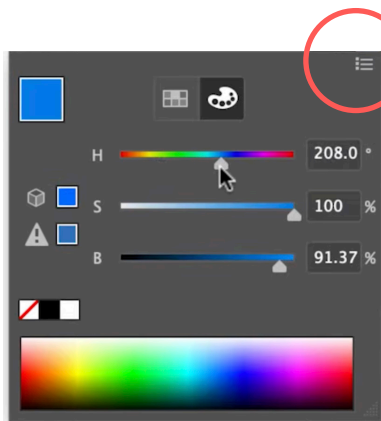
Choosing a Font for your logo.

1. Set up your document in RGB color to give you a wider range of colors to choose from to begin with.
2. Make about five copies of the logo and start picking fonts based on 'Gut Feel' ie. colors that you just think will work well.


QUICK TIP — In Illustrator or InDesign choose the Selection Tool  hold down Alt (PC) or Option (MAC) and Shift to drag down a duplicate in line with the first one.

3. Use the Properties Panel to change the Fill color.
4. In Adobe Illustrator try using the HSB (Hue, Saturation, Brightness) to adjust colors.





click here to change
the color mode to HSB

QUICK TIP — In Illustrator select your logo and choose the Eyedropper Tool  to sample a color from somewhere else in the document.

STRATEGICALLY PICKING COLOUR

There are two
approaches to take:

OWNING A COLOR

BORROWING A COLOR

For the next two steps refer to your competitor analysis created in

Episode One of the BYOL Show: How to Design a Logo.

STEP 2: OWNING A COLOR

WHY?

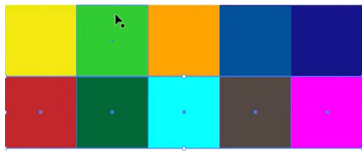
within industries some colors 'belong' to a brand
ie when customers see it they immediately think
of that specific brand

if our brand wants to 'own' its colour we need to
find a unique color not used by our competitors.

1. Pick the closest competitors logos (refer to your competitor analysis)
these are likely to be ones in the same geographic location as your
client's business.
2. Sample the key colors from those logos (using the Eyedropper Tool in
Illustrator).



3. Now pick five colors that are different but with the same kind of feel/ brightness/color tone.



4. Apply to these to your logos.



STEP 3: BORROWING A COLOR

WHY?

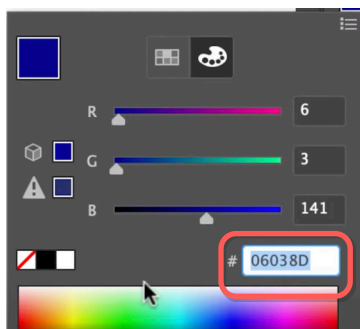
if the customer already has a strong association and values linked to a color that a supplier uses, or a larger brand.

you can use the same or similar colors for your logo to leverage the power of an established brand.

1. Find a supplier's brand that you think will work.
2. Try this handy Chrome Extension for sampling colors from websites:

ColorZilla

3. To use the color in illustrator change your swatches panel to the color mixer, and set it to RGB, paste the HEX value in the field below.



paste the HEX code here



STEP 4: ADDING ANOTHER A COLOR (ON WHITE)

Start with the two or three best color options so far:

PICK A COLOR BY EYE

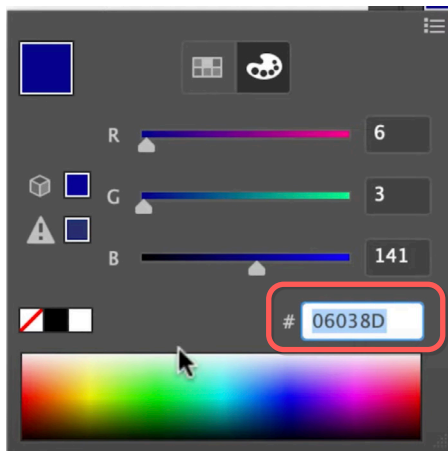
USING COLOR THEORY

Pick a color by eye

1. Use the color mixer and simply choose a color that looks good!

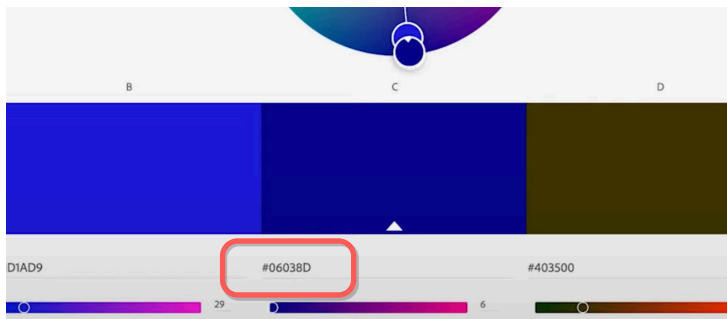
Using color theory

1. Go to color.adobe.com
2. From Illustrator click on your main color and copy the HEX code from the color mixer panel.



HEX code

3. On color.adobe.com paste the HEX code under the main color (the one with the white arrow).

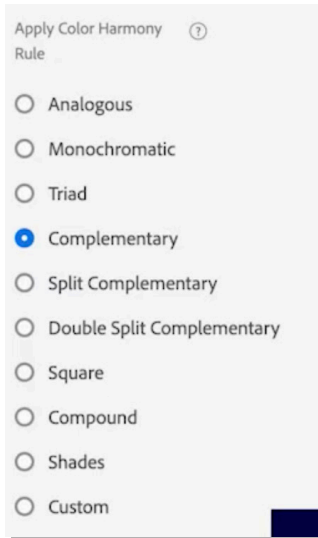


HEX code

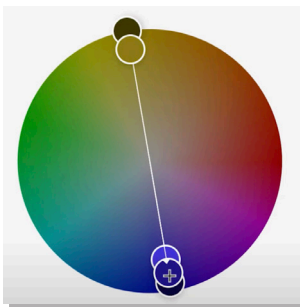
4. Use the color rules down the side to get a range of different colors to go with your main color (copy the HEX code from under the new color and



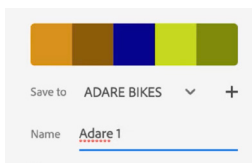
paste back into Illustrator to see how it looks in your own logo).



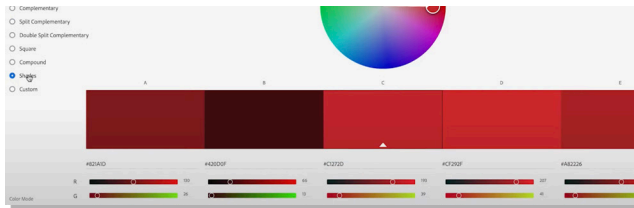
5. You can also adjust the colors on the color wheel itself.



QUICK TIP — If you are logged in to color.adobe.com with your Adobe ID you can save your color selection to a CC Library (at the top right of the screen). Once you have saved it go to the Libraries Panel in Adobe Illustrator and click on the color to use it in your logo.

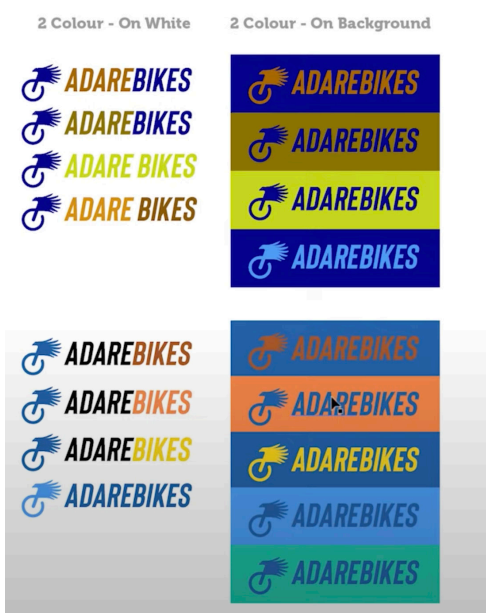


QUICK TIP — Try the ‘Shades’ option on color.adobe.com for variations of a color.



STEP 4: TWO COLOR (ON BACKGROUND)

1. Try some of your color combinations with one of the colors as a background color.



STEP 5: COLOR INSPIRATION

1. Try colorhunt.co
2. Also color.adobe.com Click the Explore tab. Try searching by a keyword that relates to your client's business.
3. Another place for color inspiration and to check color trends is within Illustrator: **Window > Color Themes**. Click the **Explore** tab.

STEP 6: BLACK

This won't suit every logo, but some brands will work really well with black. If you do want to use black in your design it is worth trying out some different variations of black.

Types of Black

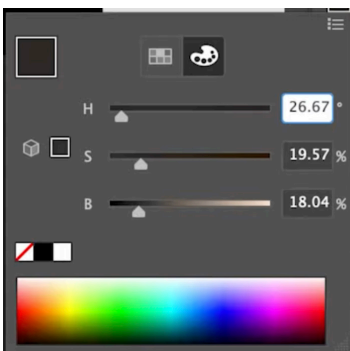
These settings are just a guide to get you started, you might make your own adjustments.

RICH BLACK — RGB 0,0,0 (this means all the red, green and blue)
CMYK 100, 100, 100, 100.
This is going to print too dark!

SOOT BLACK — Use the HSB slider and drag the Saturation to the left and the Brightness a little to the right

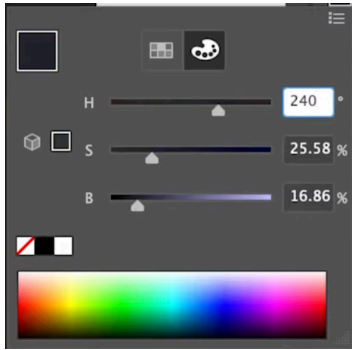


WARM BLACK — Use the HSB slider and adjust the Hue to a warm shade (yellow/orange) then drag the Saturation and Brightness to the left so that it is black but with a chocolate tone to it.



COOL BLACK — Use the HSB slider and adjust the Hue to a cool shade (cyan /blue) then drag the Saturation and Brightness to the left so that it is black but with a blue tone to it.




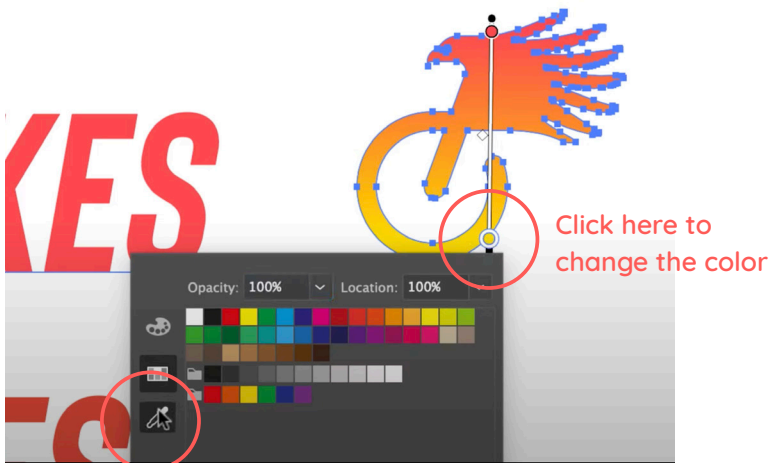


NOTE — To reproduce these subtle variations of black in print you might need to use specialty inks which can add to the cost of printing.

STEP 7: GRADIENTS

NOTE — Gradients can be problematic if you are using the logo in the real world e.g. print, signage, screenprinting etc. But they will work great on screen so a good option if you are designing a logo for an app.

1. Window > Gradient to access the Gradient Panel
2. Use the Gradient Tool  and drag across your logo to apply the gradient.
3. Click on the circles at the end to change the color.



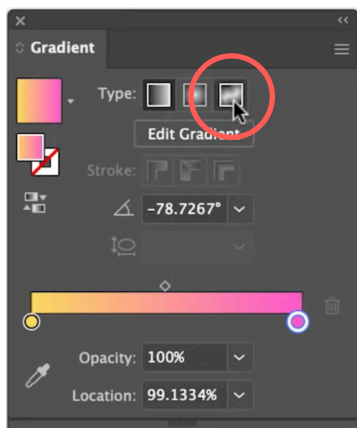
Eyedropper to sample colors from other places in your document

Gradient Inspiration

1. Try grabient.com
2. Also webkul.github.io/coolhue/
3. Also dribbble.com

Freeform Gradient

1. If you want more variation in the gradient try a Freeform Gradient



2. This will put points all through the logo – double click to change the color or click once to select and move or delete.

STEP 8: PICK THE BEST!

Remember to think back to your initial mind maps, your target audience and competitor analysis.



HELP & FEEDBACK

1. Need to learn Adobe Illustrator to help your logo design process? For beginner and advanced courses check out:

bringyourownlaptop.com

2. For feedback on your logo – post it to our Facebook group

www.facebook.co/groups/bringyourownlaptop



Add some explanation about the business and the color choices you have made.

OTHER LINKS!

1. The Glasses: vueglasses.com

2. The T-shirt: carolgreen.net

3. The Art: foxandvelvet.com

Good luck, and have fun!

