

Color in Logos



RESOURCE NETWORK

RE-ENGINEERING FOR GEORGIA



Objectives



- Explain what makes a great logo
- Discuss four major factors that define a memorable logo
- Discuss how color makes logos successful
- Discuss the affects color on logo

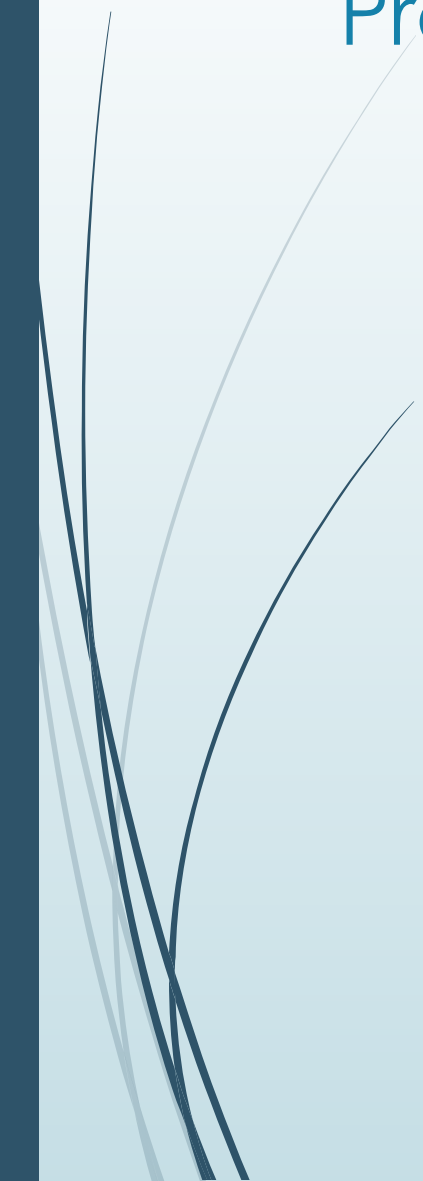


Businesses Use Color to Market Products:

- Color increases brand recognition by up to 80%
- Colors are used to 'brand' products, companies and organizations
- Colors are used to indicate quality of the merchandise
- Color can influence consumers' purchase decisions



Businesses Use Color To Market Products:

- Color affects how consumers see things
 - Color affects consumer emotions
 - Color affects buying decisions
 - Color is used in ads because of its superior attention getting properties
 - Color can capture and hold attention
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What makes a classic logo?

- The process of creating a good logo is involved. It requires an eye for composition and creativity, and patience. Good logos generally have 4 important characteristics.
 - Simple
 - Bold
 - Classy
 - Memorable




What makes a classic logo?

- **Simple** – The best logos are usually simple. Intricate detail and multiple colors are usually not a part of successful logo design.
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What makes a classic logo?

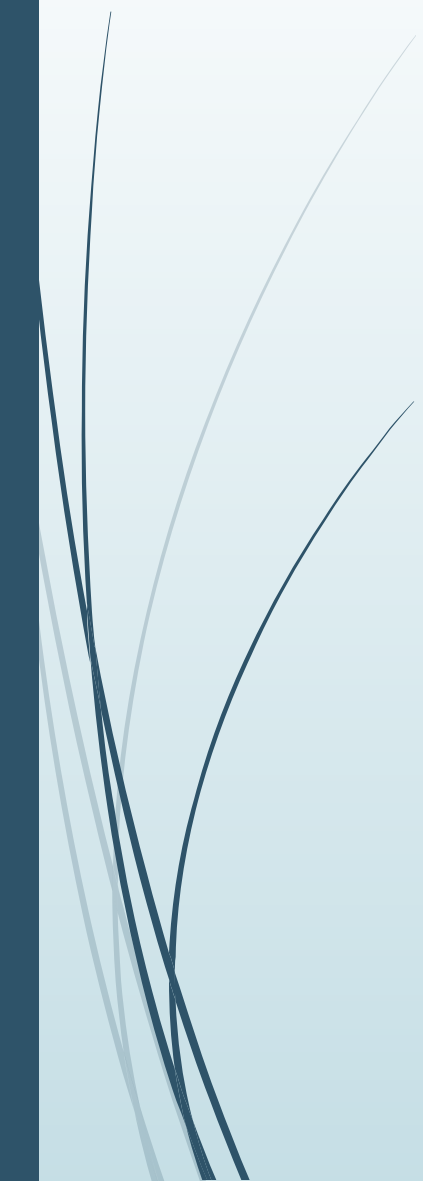
continued

- ➡ **Bold** – Like bolded text in a book, a bold logo grabs the viewer's eye. Logos must have an impact on the viewer. Customers equate your business the logo. It is a representation of the business.
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What makes a classic logo?

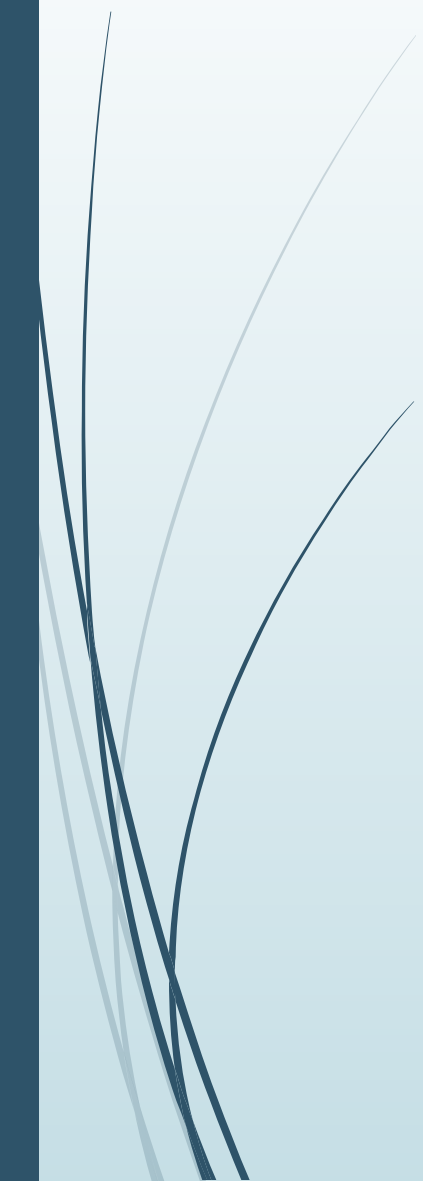
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- **Classy** – Great logos are elegant and classy in design. Elegant logo design is achieved with the right combination of colors and graphic elements.
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What makes a classic logo?

continued

- **Memorable** – Good logos have a clean, clear design that is easily remembered, one the viewer can still see with their eyes closed. Like the tune of a catchy advertising jingle, it should be hard to forget.
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Logo Recognition Activity

Directions:

- The following 20 logos show company and organization logos without text.
- If you can read the logos by the colors (and shapes) it is testimony to the effectiveness of the color combinations.

1. Name this Logo



2. Name this Logo



3. Name this Logo



4. Name this Logo



5. Name this Logo



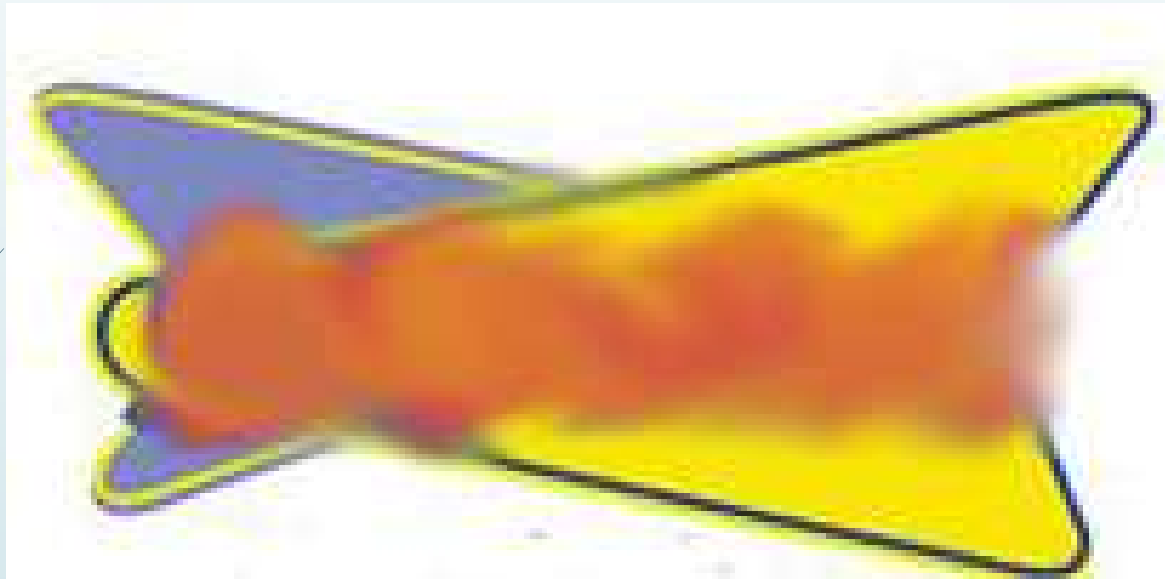
6. Name this Logo



7. Name this Logo



8. Name this Logo



9. Name this Logo



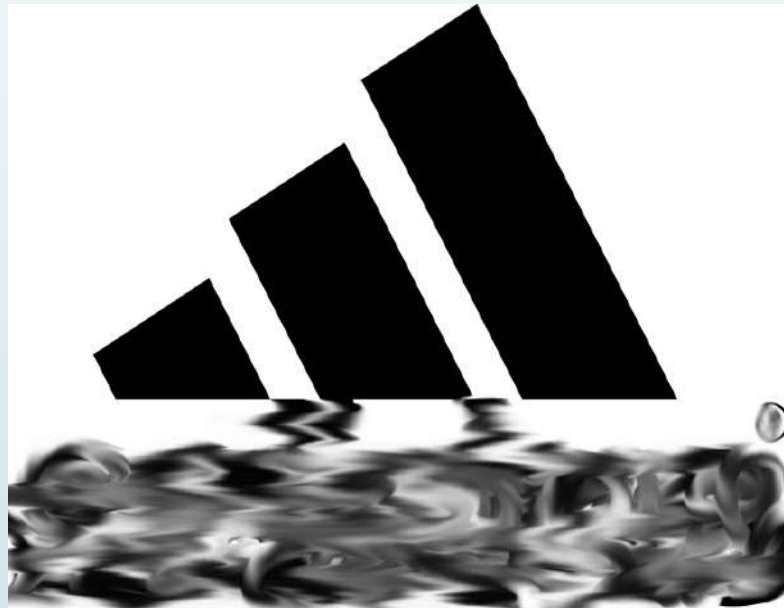
10. Name this Logo



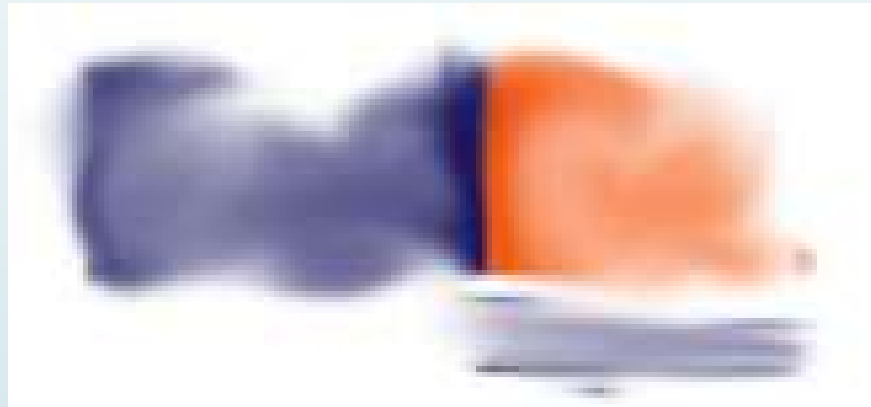
11. Name this Logo



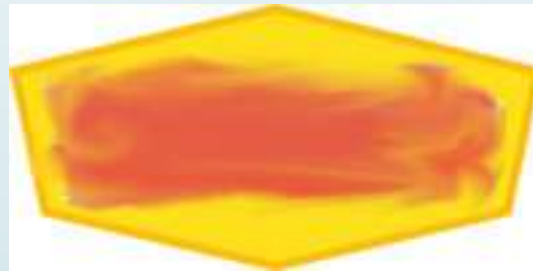
12. Name this Logo



13. Name this Logo



14. Name this Logo



15. Name this Logo



16. Name this Logo



17. Name this Logo



18. Name this Logo



19. Name this Logo



20. Name this Logo



21. Name this Logo



22. Name this Logo



23. Name this Logo



24. Name this Logo



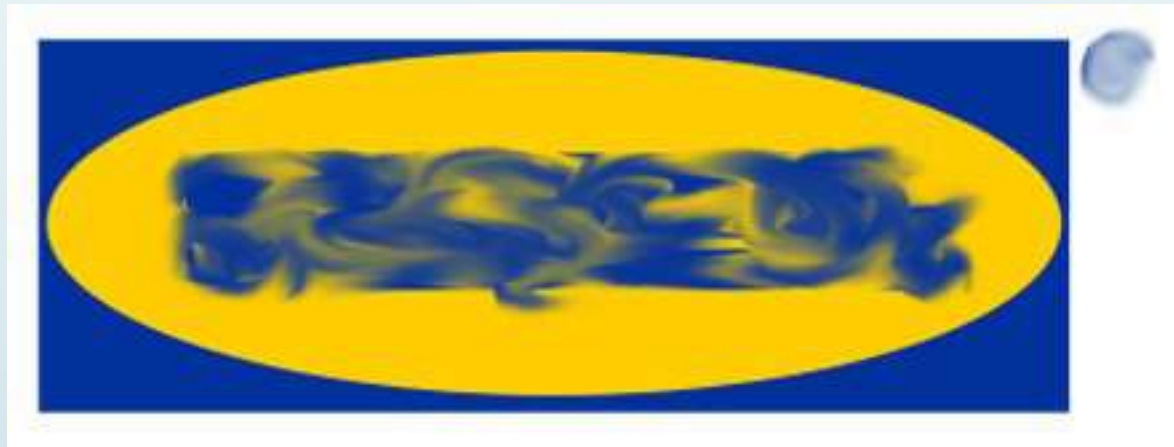
25. Name this Logo



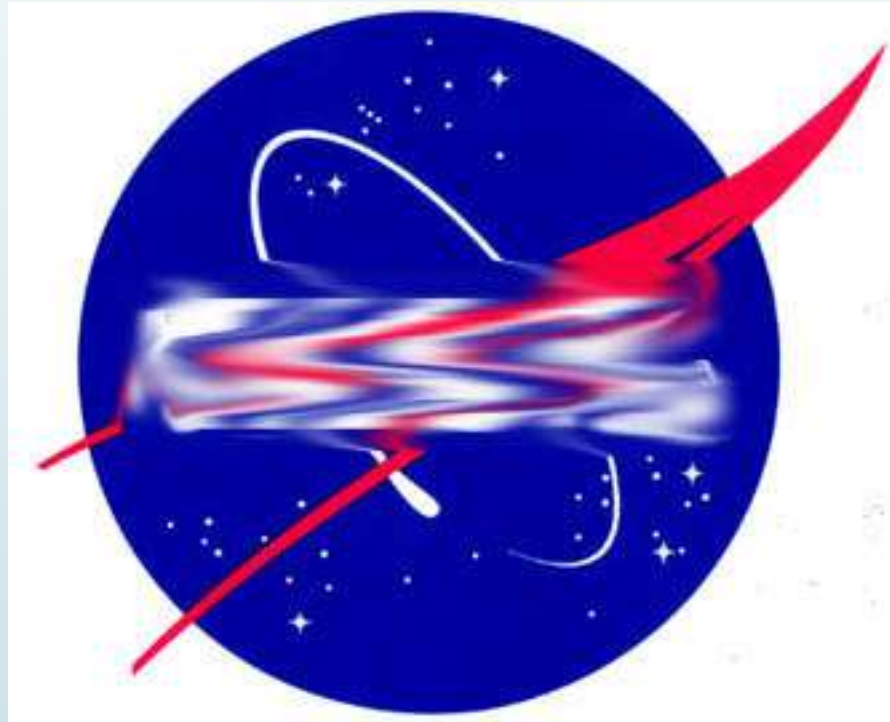
26. Name this Logo



27. Name this Logo



28. Name this Logo



29. Name this Logo



30. Name this Logo



31. Name this Logo



32. Name this Logo



33. Name this Logo



34. Name this Logo



35. Name this Logo





Great Company Logos

- A great company logo is an important factor in company image and ultimate success. It is a representation of the company.
 - Logo design and development is not something to be taken lightly. Good logo design is usually expensive and is no place to skip in the budget.
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Quiz



1. What % of visual information is related to color?
2. Name the 4 important characteristics that good logos generally have.
3. Why is a great company logo important to the company image and its ultimate success?
4. True/False Intricate detail and multiple colors are usually a part of successful logo design.
5. True/False Color influences consumers' purchase decisions.