

BRANDING LESSON #482: The power of color

No branding tool is more powerful than color. It can transform a logo into an emotional experience by instantly stimulating desire, instilling trust and connecting your company to the customer's soul. Also, it's pretty. After consulting with psychologists, designers, decorators, the guy at the paint store and our aunt down in Florida, we've created a guide to the virtues conveyed by 20 colors frequently used in company logos. —Ross McCammon



CORAL Sensitive, empathetic, faithful, friendly, compassionate



BRIGHT GREEN Lush, fresh, vital, verdant



DARK GREEN Uh ... lushier, fresher, vitaler, verdanter



GOLDEN YELLOW Positive, cheery, happy, fun, warm, sunny



DEEP ORANGE Stimulating, trustworthy, energetic



REALLY DEEP ORANGE Stimulating, trustworthy, energetic, nacho cheese



DORITO? Oh, why not.



BRIGHT RED Carefree, sexy, passionate, stimulating, dangerous, violent, bloody, ouch, one moment you're being carefree and sexy and then—anybody got a Band-Aid?



BLUE Serene, peaceful



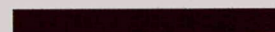
SKY BLUE Calm, cool, placid, dreamy



BRIGHT BLUE Sleepy, tranquil, I'm just going to rest my eyes for a minute



MIDNIGHT BLUE [Zzzzz]



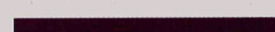
COFFEE? Espresso if you have it.



GRAY In need of some deep orange or a little green. What is this, a funeral?



GROSS Yeah, gross.



EGGPLANT Tasteless. Unless you bread it and fry it. Then again, what doesn't taste better breaded and fried?



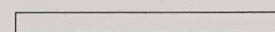
FUCHSIA Hot, wild, probably not the best choice for your logo



FUCHSIA AND ORANGE POLKA-DOT KIND OF THING Just awful. Make it stop.



BLACK Black is an absence of all colors. Which is unfortunate. (On the bright side, this means it cannot convey anything that fuchsia does.)



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