

## The Psychology of Color - Pick a logo color that represents your spirit...

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There is a lot written about the psychology of color. If you google it, you can keep yourself busy for hours reading articles on the conscious and unconscious reason behind it, as well as arguments to ignore it. However, if you are just starting out or rebranding yourself, it can't hurt to understand the psychology of color.

If you take a minute and think about colors - what they mean to you and how they make you feel, you will begin to understand the psychology behind it. Here is a look at the positive side of color...

Let's start with **RED**, the color of passion. It's exciting, bold, and powerful. It is confident, physical and pioneering. Also, youthful, ambitious and hungry. Companies using red in their logo: Virgin, Lego, Nintendo, Target and Nabisco to name a few.

**BLUE** is trustworthy. It's dependable, professional and strong. It is calm and sincere. It represents authority and security. It also has spirit. It is a common color in corporate logos. Companies using blue in their logo: Lowes, IBM, JP Morgan, Walmart, WordPress and Dell to name a few.

**GREEN** is nature. It's organic and represents growth and prosperity. It's calming, peaceful and stable. It's generous, restorative and stable. It shows good judgement. Companies using green in their logo: Animal Planet, BP, Starbucks, Tropicana, Whole Foods and John Deere to name a few.

**PURPLE** is royalty. It also symbolizes wealth. It is distinguished, wise and respectable. It is also unconventional and imaginative. It's magical, mysterious and evocative. It is also independent. Companies using purple in their logo:

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Hallmark, Yahoo, SyFy, Cadbury, Zoopla and NYU to name a few.

**ORANGE** is spontaneous and impulsive. It is also motivated. Extroverted and enthusiastic, as well as friendly, warm and optimistic. Always cheerful, social and confident. It is youthful, creative and dynamic. Companies using orange in their logo: Nickelodeon, Shutterfly, Harley-Davidson, Fanta, Gulf and Hooters to name a few.

**YELLOW** is positive. It is happy and warm. It is idea driven and creative. It is used to grab attention. It is youthful and optimistic. It is positive and friendly. Brands using yellow in their logo: Best Buy, McDonalds, Hertz, Sprint, DHL, Nikon, Ferrari and Ikea to name a few.

**BROWN** is stable and reliable. It is earthy and nurturing. It is safe and dependable. It is friendly and approachable yet strong and mature. It is orderly. Companies using brown in their logo: UPS and Hershey to name a few.

**BLACK** is classic. It is formal, sophisticated and elegant. It is serious and bold. It exudes professionalism, power and strength. It represents tradition. It is also mysterious and secretive. Companies using black in their logo: Chanel, Nike, Adidas, Under Armour, GE, Sony and The New York Times to name a few.

For all the positive reasons to pick any one of these colors, there are also negative reasons. Before you decide on the perfect color, make sure you investigate both sides of the argument.