APPLIED COLOR

Susan Sternal and Paul Zdon

Color and branding

What is branding?

The name, term, sign, symbol or design or a combination of them intended to identify a company's products or services.

Forms a connection with consumers

Why does color matter?

60% of the time people will decide if they are attracted or not to a message based on color alone

80% increase in brand recognition

How do brands use color?

Another example can be found in a common household product—laundry detergent.

The next time you're in a grocery store, look at the colors of laundry detergents. An overwhelming majority are blue and orange. Blue symbolizes cleanliness and orange is dynamic energy. Therefore, a blue and orange package would clearly communicate "industrial strength cleaning power."

Identify a product or organization

Communicate the quality of merchandise

Differentiate products from competitors

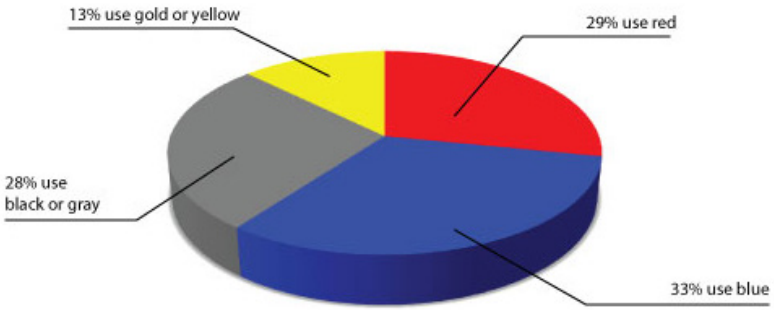
Colors evoke brands

People see color before they absorb anything else

Color symbolism

FedEx's two different color schemes are the best examples of the "universal" symbolism of colors. Green communicates ground services; orange communicates the high energy and speed of air transportation.

Color trends

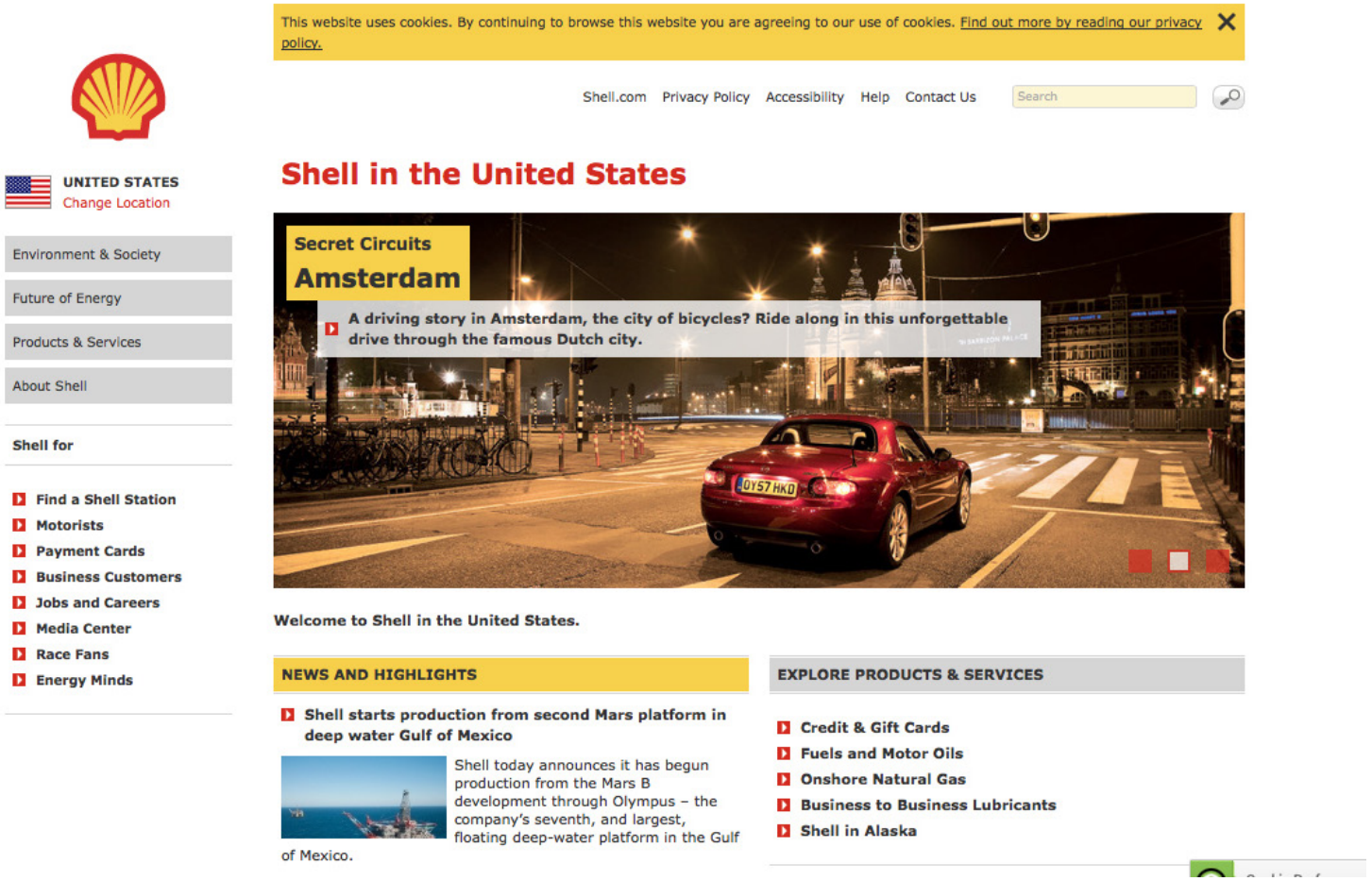


RED	hot passion Love rebellious powerful sex radical excited bold devil
ORANGE	warm fall summer retro mellow solar friendly rococo cottage inviting
YELLOW	solar happy cheerful summer fun energetic jubilant young sun friendly
GREEN	environmental money natural organic Profit earthy grow Dublin trust jealous
BLUE	liberal cold smart Progress music trust freedom royal medicine launch
PURPLE	royal mystical victorian decadent vanity romantic elegant stylish sensual eclectic
BROWN	rustic furniture fall earthy cottage library warm romantic colonial book
MULTI	

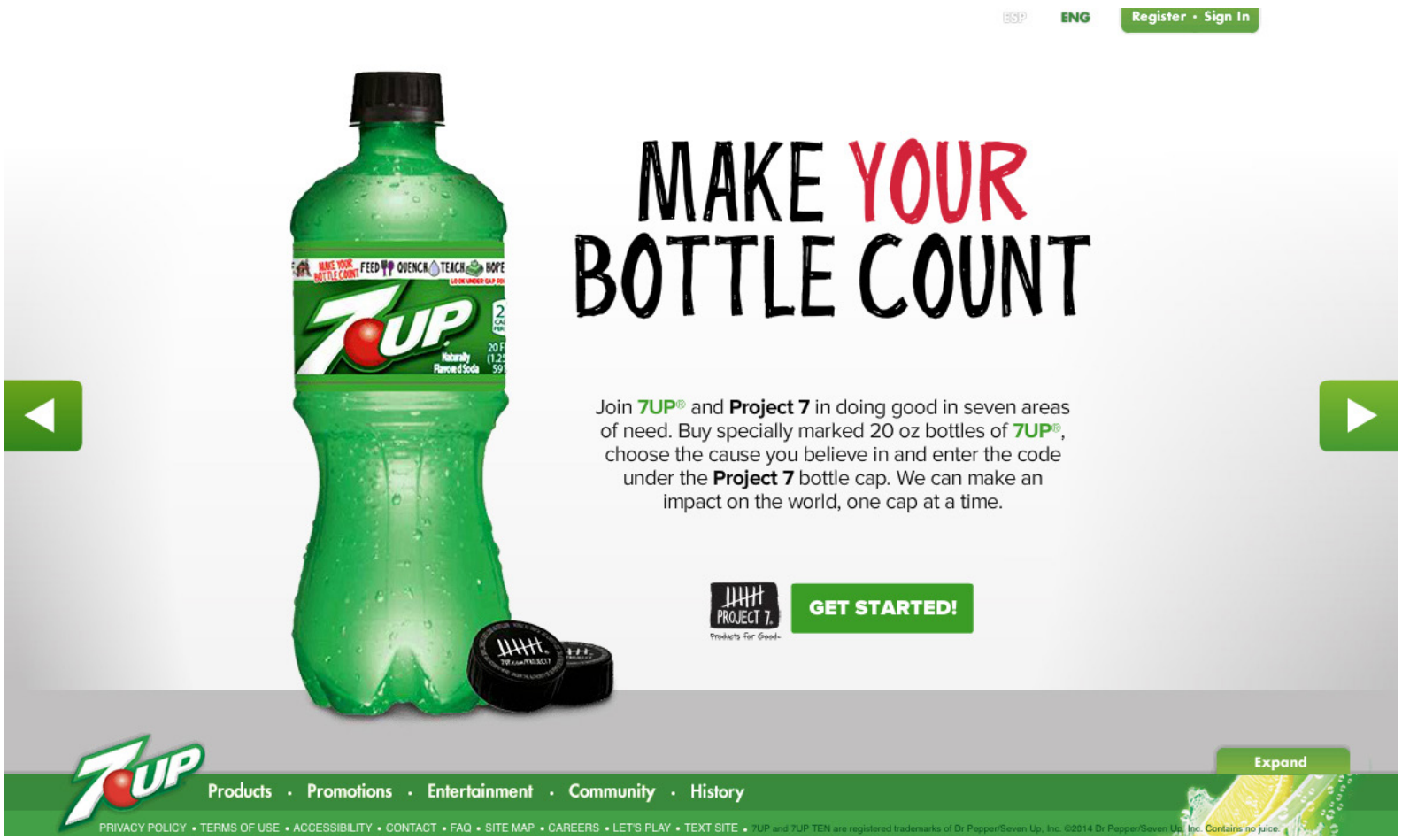
Colors influence moods

Color in web design

Brand extension



Brand extension



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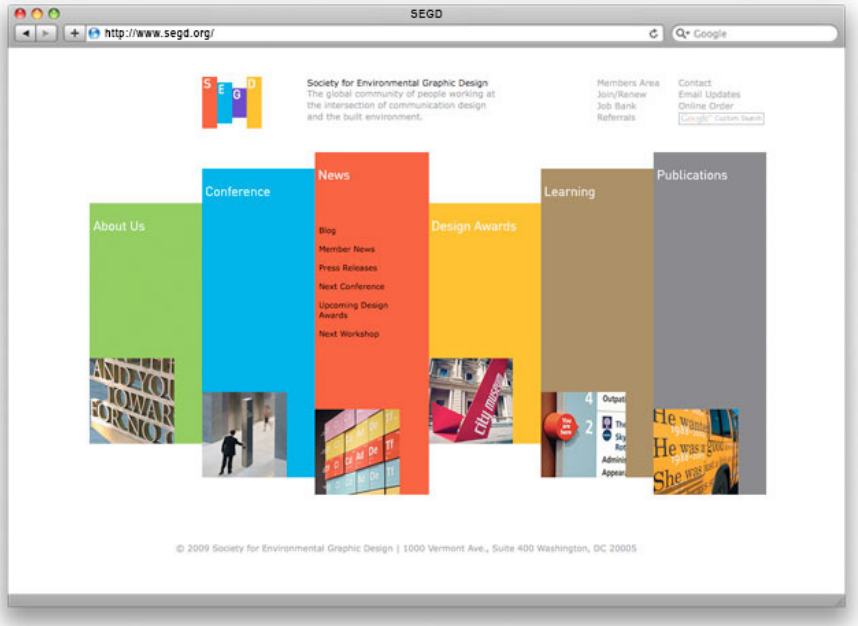

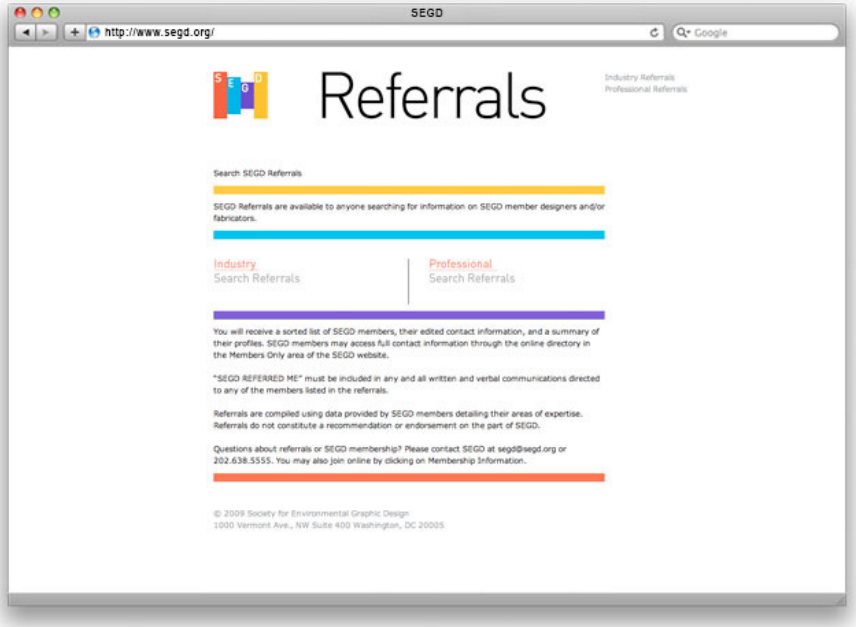

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With President's Departure, Ukraine Looks Toward a Murky Future

By ANDREW HIGGINS FEB. 22, 2014

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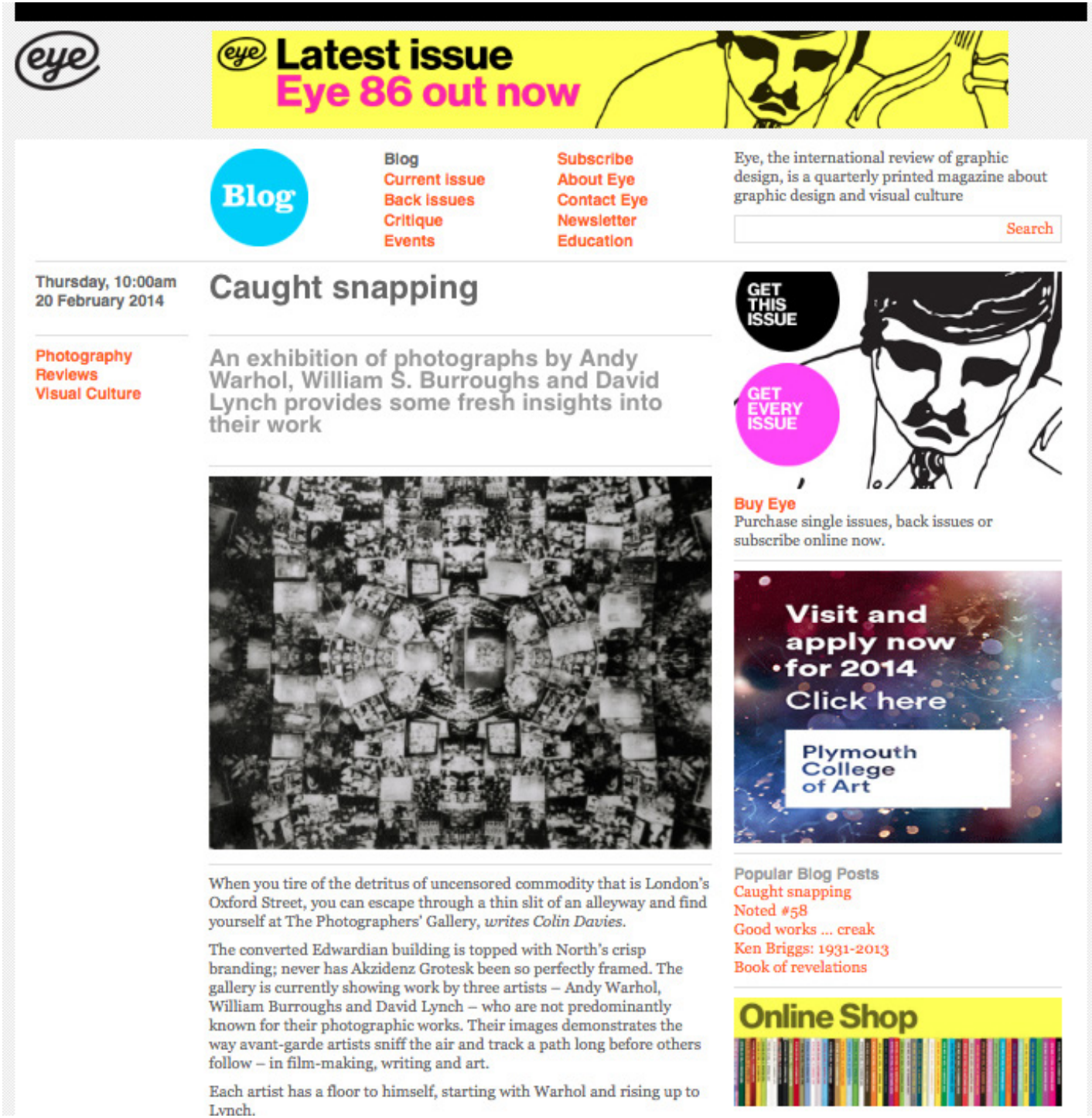
KIEV, Ukraine — As ranks of riot police officers, Interior Ministry troops and even the president vanished Saturday from the capital, Ukraine slipped, with often-eerie calm after months of tumultuous protests and a week of bloody mayhem, into the hands of revolution.

Gone along with President Viktor F. Yanukovych, who had fled to eastern Ukraine, was any trace of a Friday peace deal that had sought to freeze the country's tumult by trimming the powers of the

Navigation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Caught snapping
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An exhibition of photographs by Andy Warhol, William S. Burroughs and David Lynch provides some fresh insights into their work
When you tire of the detritus of uncensored commodity that is London's Oxford Street, you can escape through a thin slit of an alleyway and find yourself at The Photographers' Gallery, writes Colin Davies.
The converted Edwardian building is topped with North's crisp branding; never has Akzidenz Grotesk been so perfectly framed. The gallery is currently showing work by three artists – Andy Warhol, William Burroughs and David Lynch – who are not predominantly known for their photographic works. Their images demonstrates the way avant-garde artists sniff the air and track a path long before others follow – in film-making, writing and art.
Each artist has a floor to himself, starting with Warhol and rising up to Lynch.
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Contrast for readability

(12pt Font, 13pt Line Height - Low Contrast)
The hallway smelt of boiled cabbage and old rag mats. At one end of it a coloured poster, too large for indoor display, had been tacked to the wall. It depicted simply an enormous face, more than a metre wide: the face of a man of about forty-five, with a heavy black moustache and ruggedly handsome features. Winston made for the stairs. It was no use trying the lift. Even at the best of times it was seldom working, and at present the electric current was cut off during daylight hours.

More Bad Contrast Examples:

Example 2: (12pt Font, 13pt Line Height - Low Contrast)
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Bad Color Choices:

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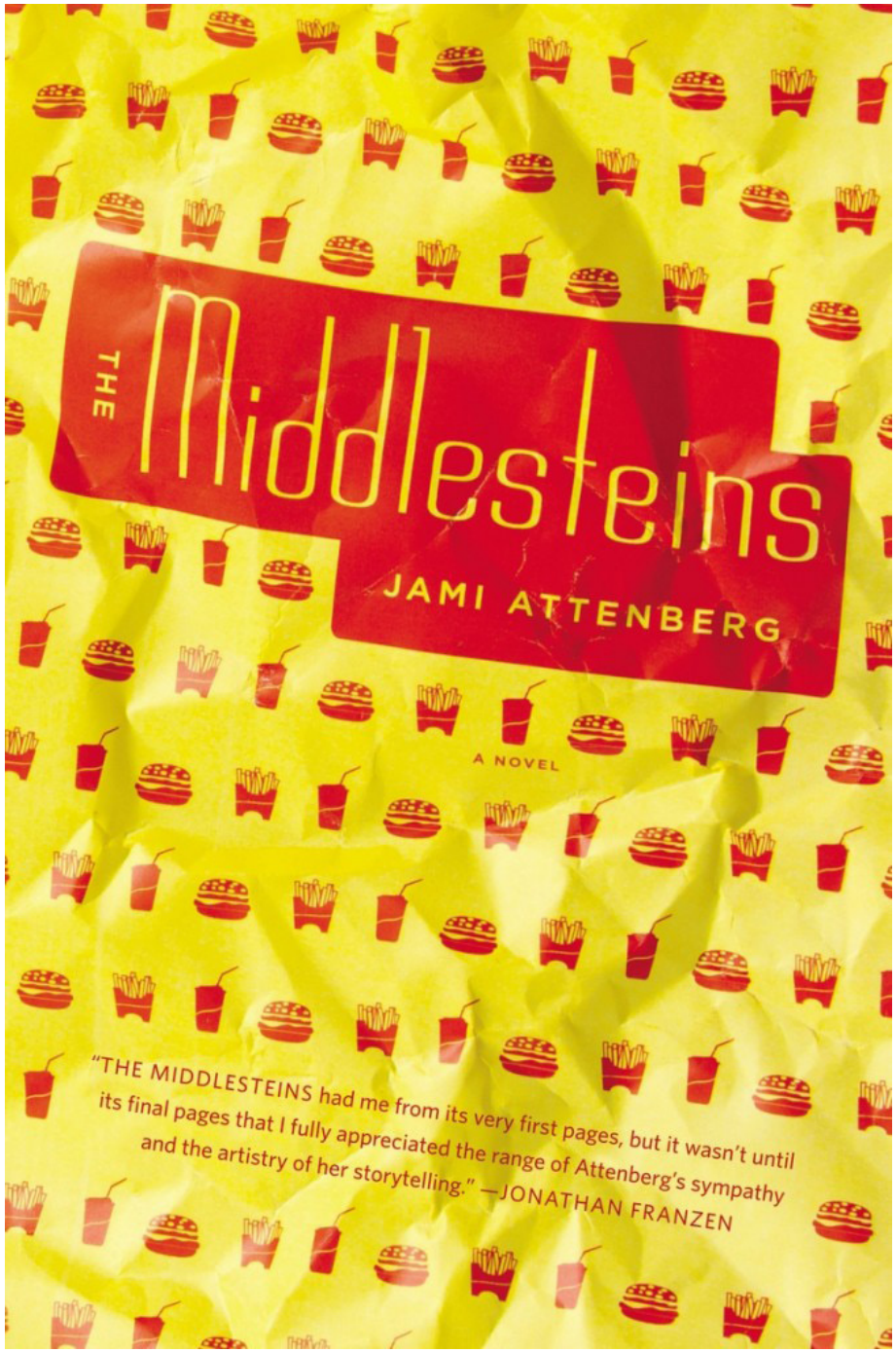
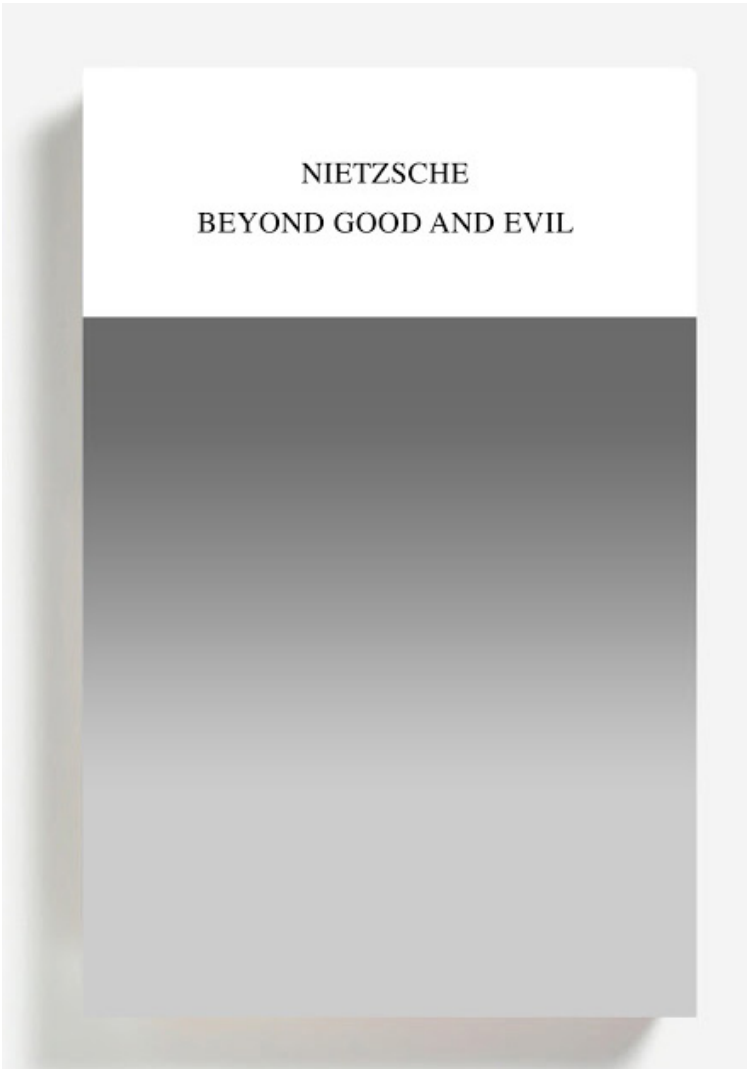
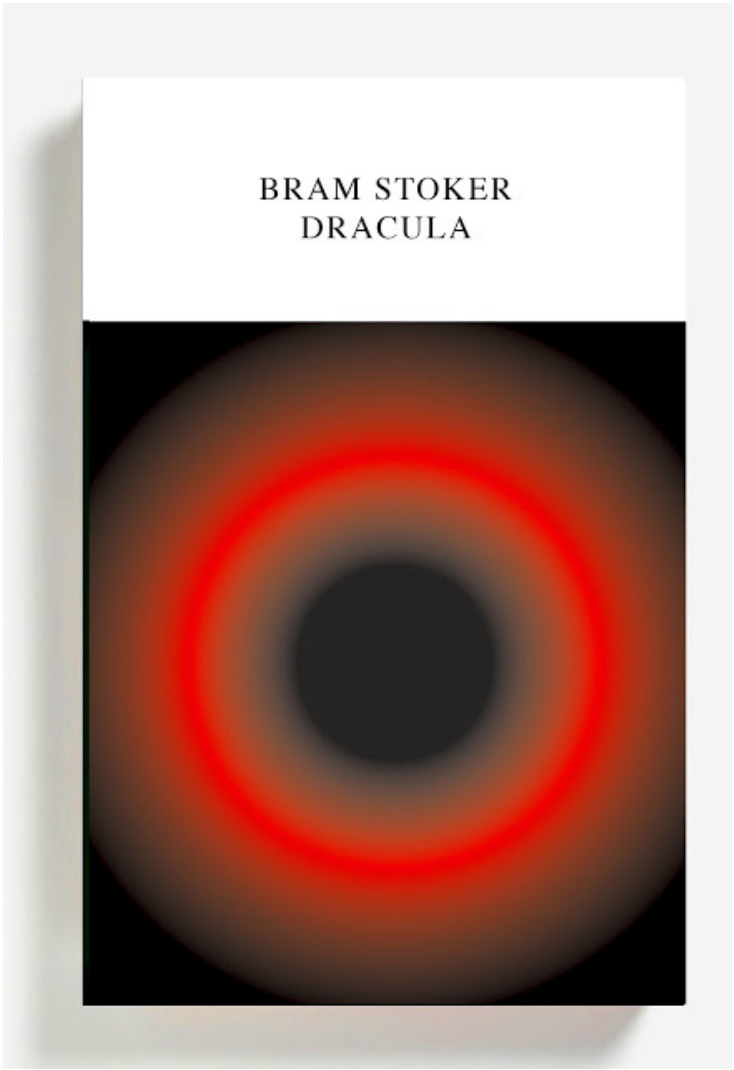
Color and book covers

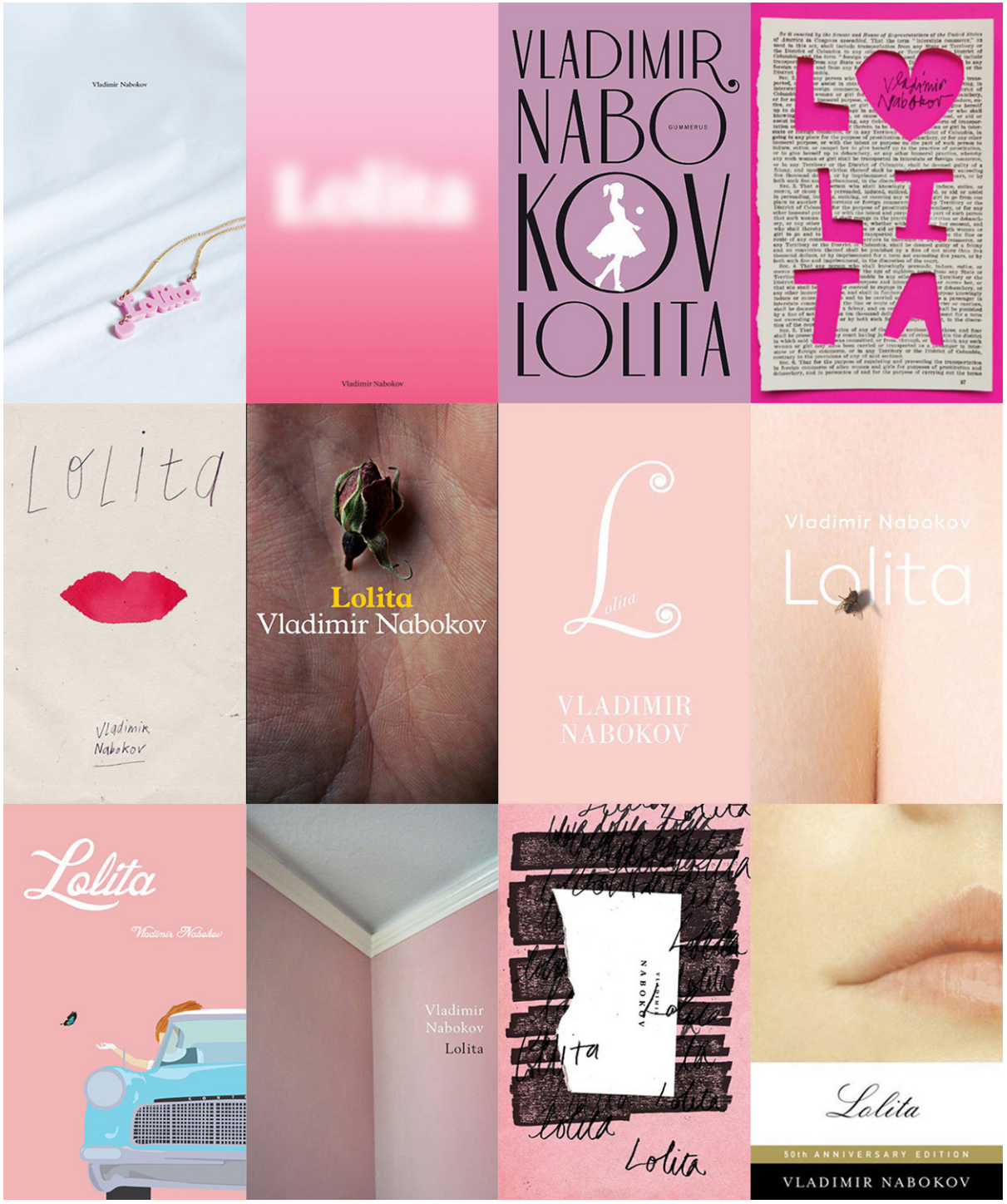

THE Middlesteins
JAMI ATTENBERG
A NOVEL
"THE MIDDLESTEINS had me from its very first pages, but it wasn't until its final pages that I fully appreciated the range of Attenberg's sympathy and the artistry of her storytelling." —JONATHAN FRANZEN

LAUREN GROFF
ARCADIA

LAUREN GROFF
ARCADIA


NIETZSCHE
BEYOND GOOD AND EVIL


BRAM STOKER
DRACULA


Vladimir Nabokov
Lolita
Vladimir Nabokov
VLADIMIR NABOKOV LOLITA
GUMMERUS
Vladimir Nabokov
LOLITA
Lolita
Vladimir Nabokov
Lolita
Vladimir Nabokov
Lolita
VLADIMIR NABOKOV
Vladimir Nabokov
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Lolita
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Vladimir Nabokov
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NABOKOV
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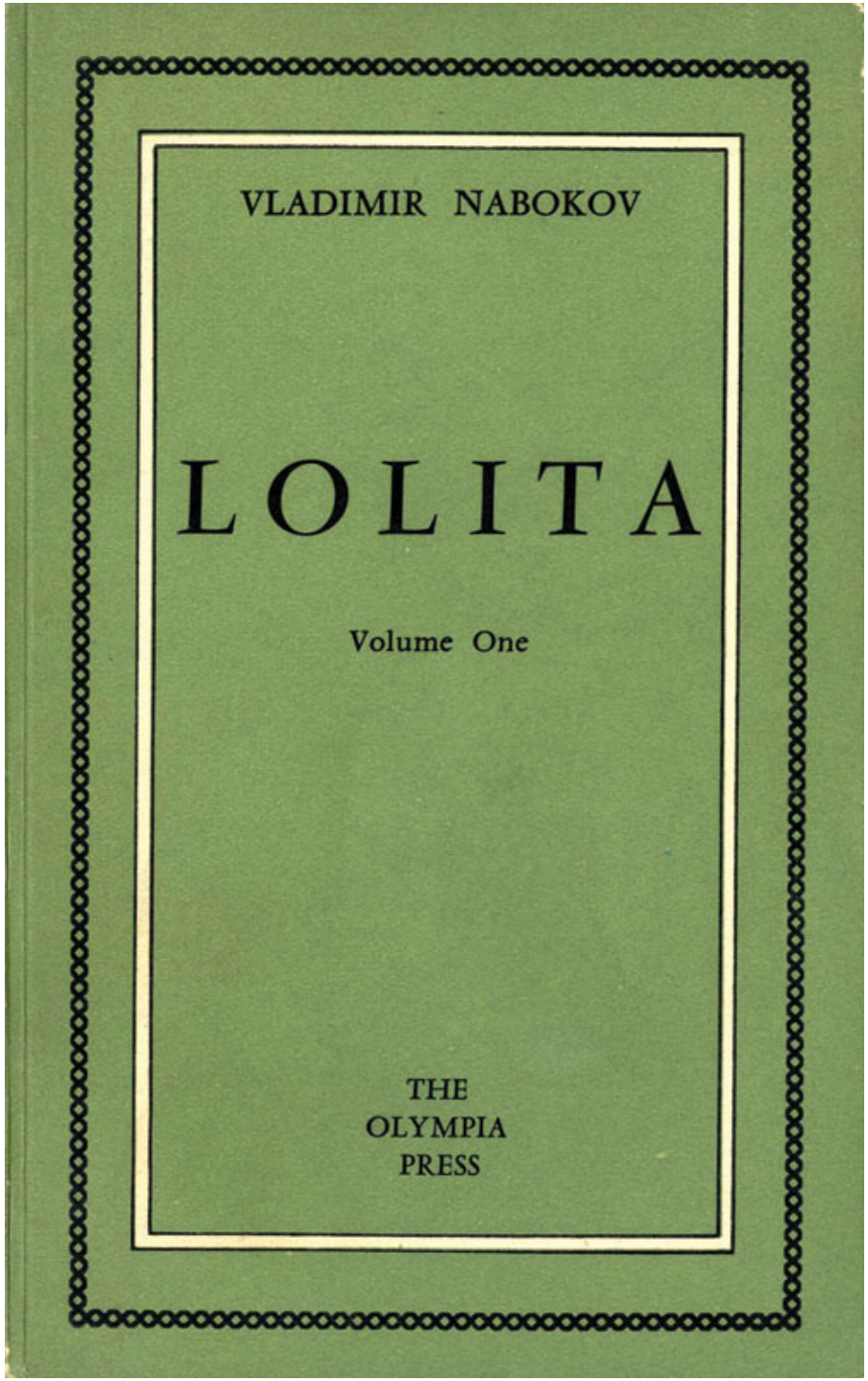
Lolita
50th ANNIVERSARY EDITION
VLADIMIR NABOKOV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THE
OLYMPIA
PRESS

Color in film

Emotion

Emotion

Storytelling device

Storytelling device

Color symbolism

Color symbolism