

What do

colors appeal

mean and how do they

to buyers?

What famous companies wear them?

RED

Linked with energy, red creates urgency; hence, clearance sales signs written on red cardboard appeal to customers.

Youth | Bold | Energy | Excitement | Passion | Action | Love



In particular, orange compels viewers to act in favor of the business:

buy or subscribe.

ORANGE

Cheerfulness | Confidence | Happiness | Congeniality | Affordability



YELLOW

Yellow can catch the attention of window shoppers well.

Warmth | Coolness | Optimism | Logic | Playfulness | Clarity



The most eye-friendly color, green, is the easiest hue for the human eyes to appreciate.

GREEN

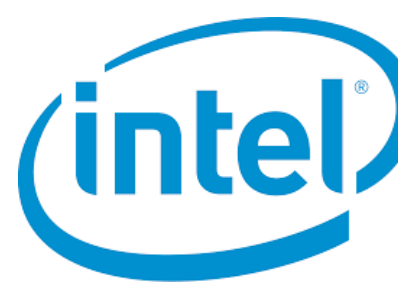
Health | Growth | Peace | Freshness | Nature | Organic | Care | Earth



BLUE

Blue hints that the business is trustworthy and secured.

Trust | Dependability | Calmness | Strength | Honesty



Purple, on one hand, soothes and calms the feelings of the buying public.

PURPLE

Imagination | Creativity | Nostalgia | Cleverness



BLACK

In the same way, black is so powerful, it can market high-end products.

Luxury | Power | Balance | Neutral | Calmness | Seduction | Formal



Having diverse colors on a logo can lure consumers because they show that the business has many rewards to offer.

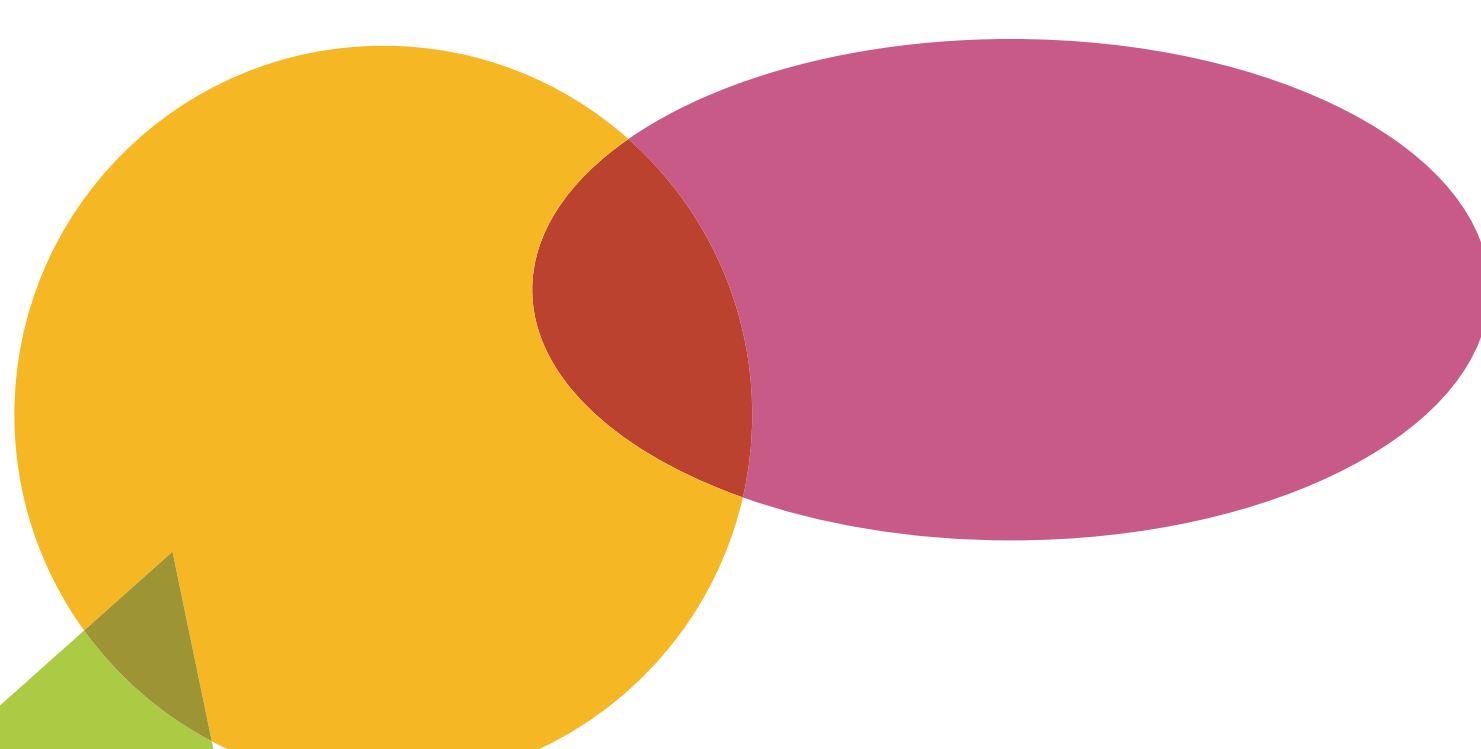
MULTIPLE COLORS

Positivity | Boundlessness | Diversity



What does each logo shape mean?

Circles and ovals send a positive emotional message and often mean continuity, unity, partnership, and femininity.



Squares and triangles imply balance, strength, stability, efficiency, and masculinity. In addition, they have a good link with authority, science, religion, and law.



Sources: Entrepreneur Media, Inc., TheHuffingtonPost.com, Inc., Fast Company & Inc.

