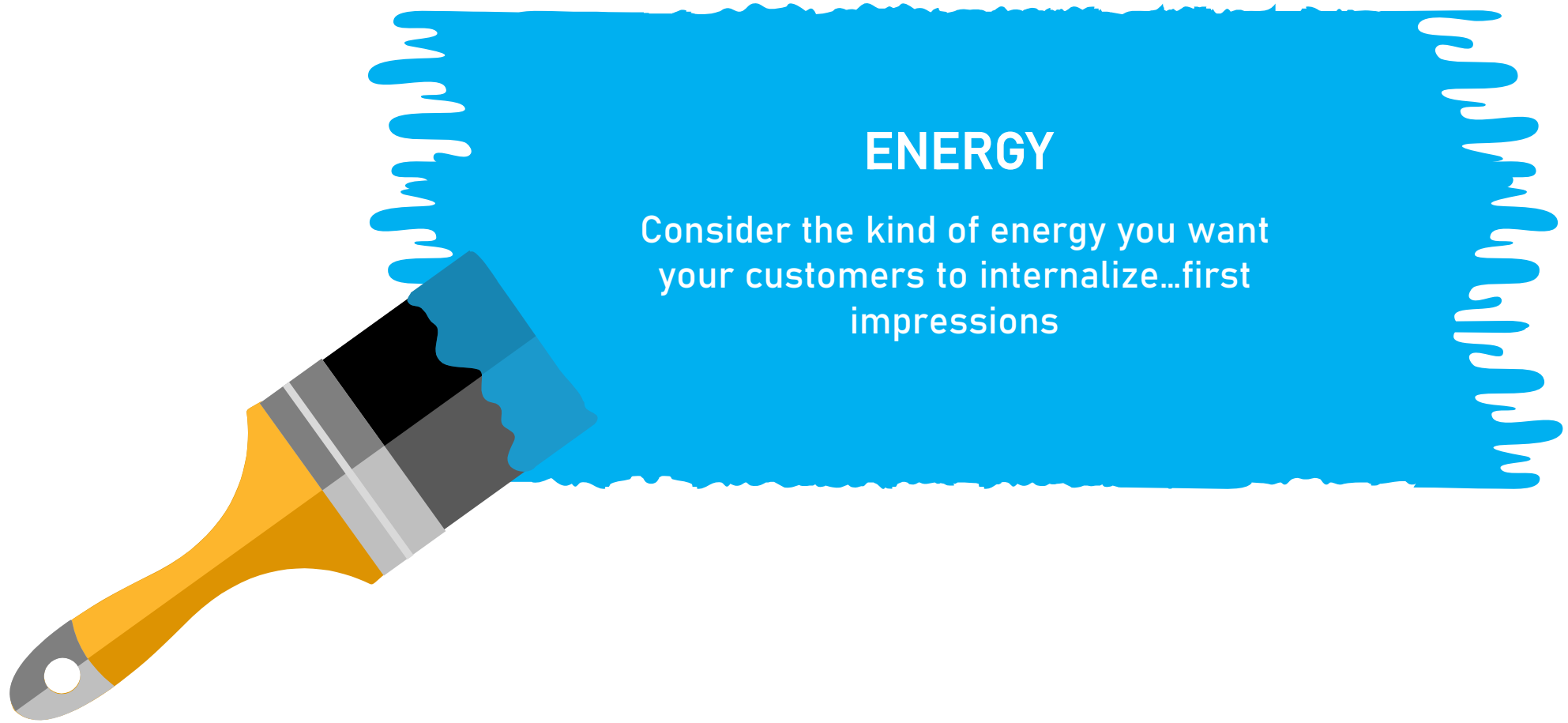


CHOOSING YOUR BRAND COLOURS



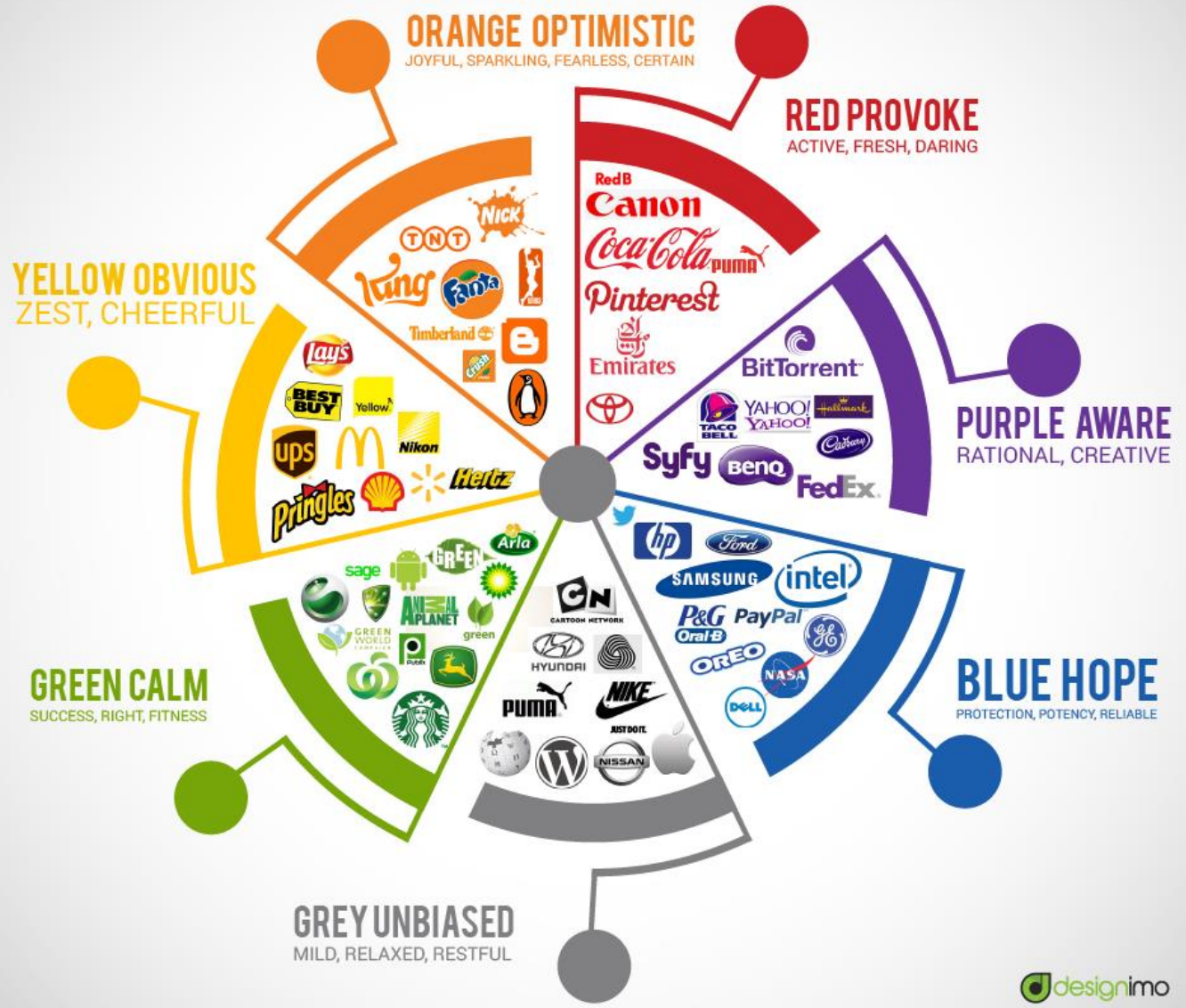
Tips...

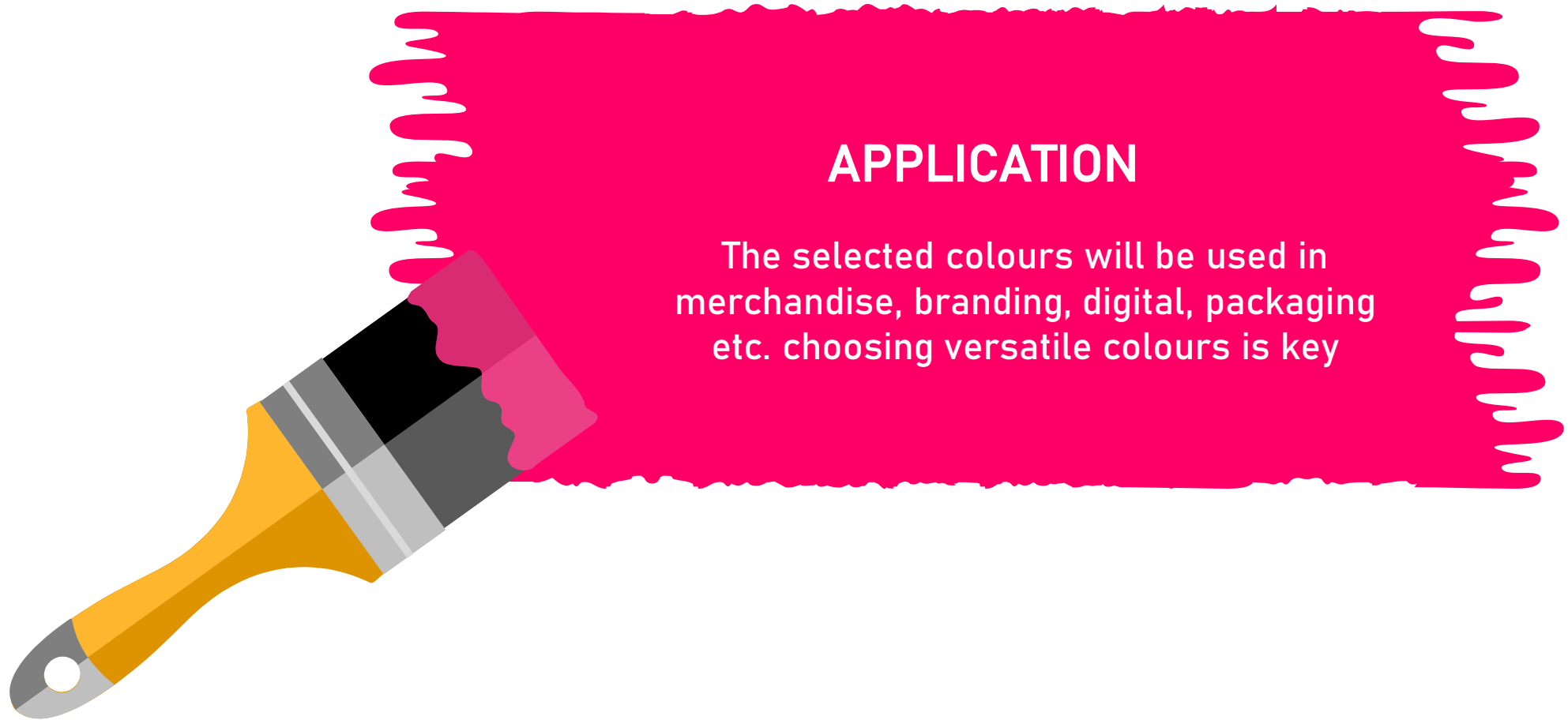


ENERGY

Consider the kind of energy you want
your customers to internalize...first
impressions

LOGO COLOR WHEEL





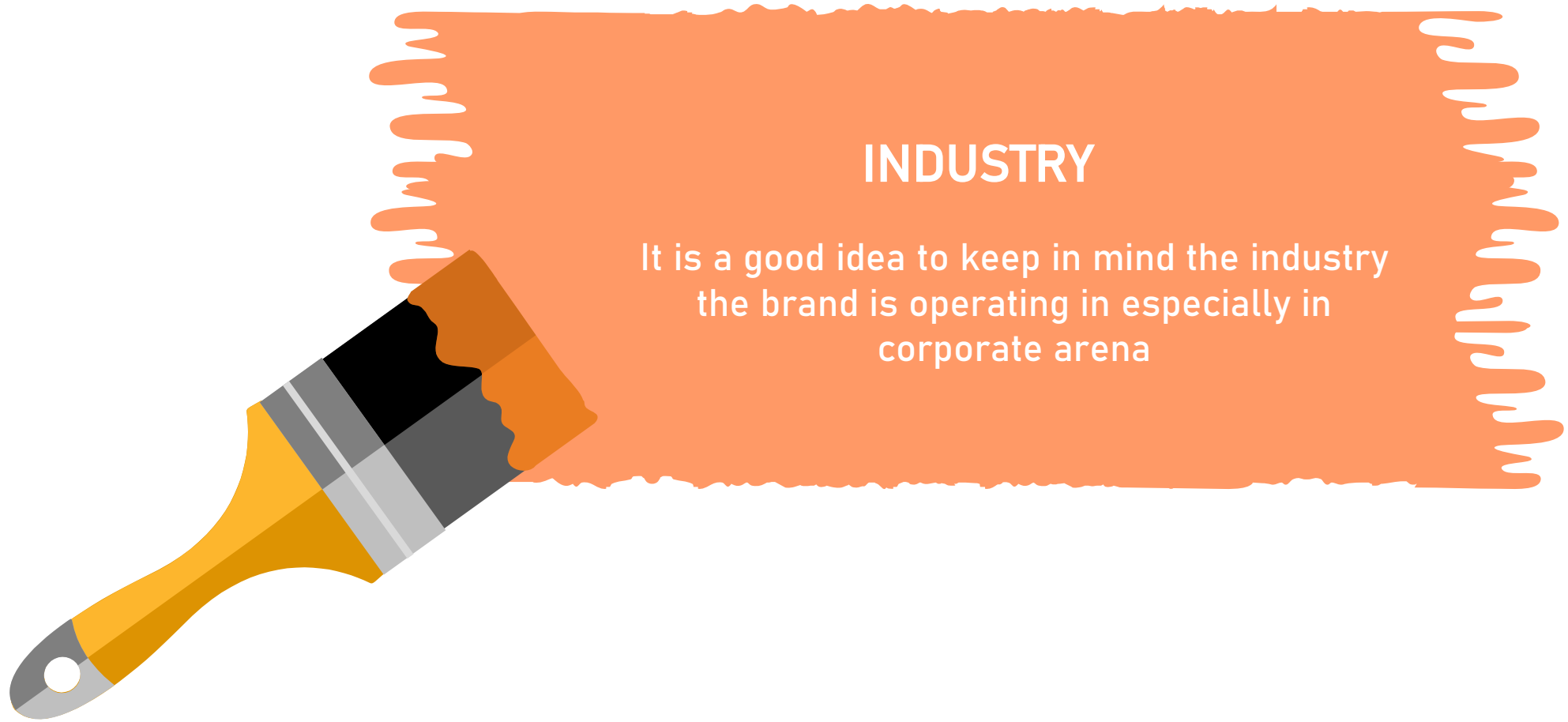
APPLICATION

The selected colours will be used in merchandise, branding, digital, packaging etc. choosing versatile colours is key



PERSONAL PREFERENCE

I always advise my clients to select colours that they like as it serves no purpose when the brand champions are not happy



INDUSTRY

It is a good idea to keep in mind the industry the brand is operating in especially in corporate arena

Automotive

Red and silver have now become the iconic colors for the automotive industry. They denote power, strength, speed, vigor, solidity, prestige and wealth. Red is also the most popular color in sports cars.



Travel

Red and black are widely used in designing logos for travel agencies, in airlines and booking. They help stimulate senses and responses like; energy, vigor, courage, vigilance, will power and quick decision making.



Entertainment

Orange is a color of cheerfulness, excitement, enthusiasm and confidence, whereas; black simply represents knowledge, power and submission. These colors are widely used in the entertainment and news industry.



An Industry-wise Guide to Selecting Suitable Logo Colors for your Brand

Technology

Blue and silver are the most popular colors related to this industry. Blue denotes communication, globalism and dependability, while silver represents lifelessness, prestige, wealth and mental telepathy.



Real Estate

The colors, green and blue, being the 'earthy' colors will give to your real estate logo a more suburban and ecological aura; making your clients feel 'at home' already!



Education

Black and blue, together with red, have been used for long to represent the education industry. They help channel the sentiments of knowledge, stability, power, dependability and sophistication.



Finance

Blue and grey have, for long, been the primary colors of the finance industry. Blue represents stability, dependability, calm, fiscal responsibility and security, while grey stands for neutrality and signifies the lack of sentiments involved. Together, they ensure that you mean business!



Government

Red and blue seem to be the favorite colors of the government agents and officials, be it the FBI or the NSA. These colors collectively denote power, strength, decision making, dependability and calm.



Healthcare

Green and Red are the mostly widely used colors in the healthcare industry. While red denotes danger, attentiveness and determination, green signifies hope, endurance and safety.



Food/Beverages

Yellow and red are used broadly by food brands in their logos. They represent optimism, energy, health and quick decision making.





APPEARANCE

A brand must look good and I use a simple rule of thumb...if you can't wear your brand colours in an outfit they will probably not work anywhere else

“

The only difference
between a successful
brand and an
unsuccessful brand is
how you go about it —



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