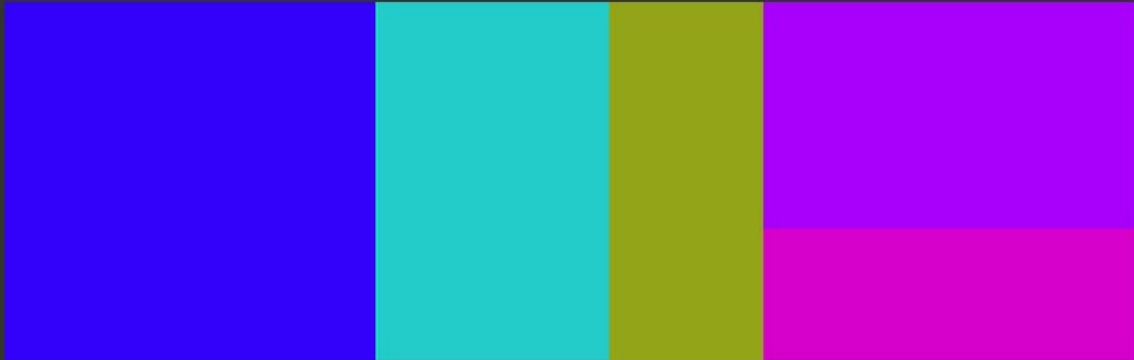


COLORS THAT SELL

TRIED AND TESTED COLOR SCHEMES



JILL MORTON

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About this PDF

How to Use Adobe Reader (Acrobat)

Computer Colors

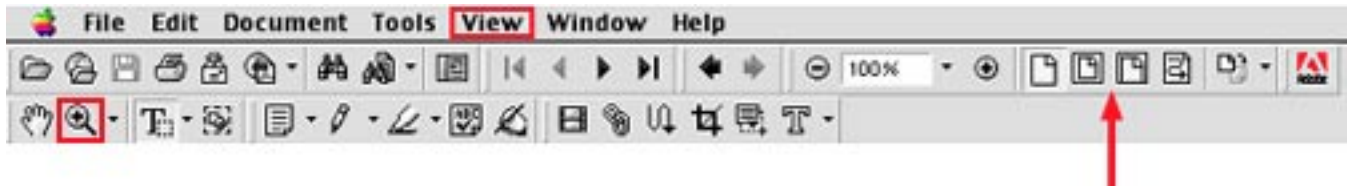
About Printing

How to use Adobe Reader

Welcome to this electronic publication!

Adobe Reader, formerly known as Acrobat, gives you exceptional control in accessing the information in this book. The following tips are provided to assist you.

Viewing Options



Control the viewing size of the pages in this publication by selecting any one of the options under **View** on the menu bar or any of the page buttons on the command bar. Options include full magnification, fit the page in window, fit the visible width of the page in window, and other selections.

The zoom-in (magnifying glass) button on the command bar can be used to zoom in and out of any area on a page.

Navigation and Bookmarks



1. Click on the "Bookmarks" tab at the upper left area of the window that displays this publication. It will open the bookmarks (a hyperlinked version of the "Table of Contents"). Click on any item to link directly to the page.



2. Use the triangular and arrow tip buttons on the command bar (or at the bottom of the page) to view the next page, the last page or the previous page. You can also return to "the previous view" or go to the first or last page. The menu bar can also be used for navigation. Choose **Document**> Next Page or any of the options.

How to Find Things

1. Click the find tool (binoculars) on the command bar, or choose Edit > Find on the menu bar. A dialog box will appear. Enter the text to be found and click "Find." When the program finds the text, the page containing the text is displayed with the text highlighted.
2. If you want to find more occurrences of the text, select "Find Again" in the same dialog box.

Computer Colors

This publication was designed for electronic distribution and computer viewing. The layout, fonts and colors were chosen for this environment. Every effort has been made to reproduce colors accurately. All illustrations were prepared on a system with full gamma correction and color synchronization.

Note!

Colors may vary on different computer systems. Windows PCs do not have built-in color correction and typically require a video or graphic card for accurate color readings and full gamma correction.

Anti-glare screens will cause color distortions.

16 - 24 bit color, a high quality monitor and fully corrected gamma deliver the best results.

About Printing

Color Printing

This publication was designed for on screen viewing using the RGB color model. Printers use the CMYK (cyan, magenta, yellow, black) color model. Therefore, colors on your computer monitor will appear different when printed with CMYK inks.

Other Printing Issues

Printing PDFs is an easy task on inkjet and all true postscript laser printers. However, some laser printers "emulate postscript" and may need a firmware or software upgrade from the vendor. Although this is not a common problem, these printers may not support the CID font format of PDFs.

Warning: Printing this publication will consume a large quantity of ink.

INTRODUCTION

About Color Symbolism

Colors That Sell

Some History of Brand Identity Colors

Design Applications & Color Variables

About Color Harmony

Factors that Influence Color Communication

About the Terms Used

About the Color Combination Pages

How to Read the Layouts

About Color Symbolism

Color sends a subliminal message - red means "stop" and green means "go." Traffic lights send this universal message. When colors are combined, they take on new meanings. For example, red and green are the colors of Christmas in Western culture. They are also the colors of the flags of Iran, Algeria, and Mexico. Consequently, color combinations may cause reactions that may be more powerful than individual colors.

Regardless of the culture, the colors of political and other national symbols are extremely influential. Typically the flag of a nation is the most significant color combination. Other powerful color combinations are those associated with sports teams. For example, the colors of soccer teams are extremely important in Europe, Latin America and Pacific Rim nations. The same applies to the United States. For example, blue-green and purple are the colors of the Hornets, North Carolina's NBA basketball team. This unusual color combination will have a different effect in this southern region of the U.S.

A majority of the color combinations in this publication reflect brand identity of products and businesses in Western culture. It's important to note that different cultures attach unique meanings to individual colors as well as color combinations. This trend has been increasing in recent years, in spite of exposure to Western (and American) imagery in movies, television, print and on the web.

Consequently, a color combination may have multiple meanings globally or within a specific culture.

Note: More information about global color symbolism and other resources can be found on the "Sources" page.

The color combinations in this publication do not preclude their usage for other purposes. For example, the popular color combination of green and yellow is not limited to brand identity for gardening products. Furthermore, symbolic content - for example "powerful" - may be communicated by several color combinations. Powerful laundry detergent may be packaged in bright blue and orange; the logo of a powerful telecommunication business may be red, white and black - or even solid blue.

Colors That Sell

Color is the most powerful tool for transferring visual information - whether it's a product on a shelf, a sign for a political candidate, the cover of a book or advertising in a magazine.

Colors that sell are colors that deliver convincing information about the attributes of a product or service. It can be said that expectations are at the heart of quality judgment. For example, we purchase an orange in the expectation that it will taste good and is healthy. In advertising, color can say "I am made of pure ingredients" or "I am trustworthy" or "I am powerful."

To sum it up, a color such as UPS's brown is more than a color – it's a tangible asset that people associate with all the things that are good about the UPS brand.

About Brand Identity and Product Packaging

The colors used in brand identity and packaging are pivotal to success or failure. Research by the Henley Centre suggests 73% of purchasing decisions are now made in-store, so it's important to catch shopper's eye and to convey information effectively.

With respect to brand identity, the logo communicates critical information. By way of definition, a logo is a unique symbol and/or configuration of text that represents a company. Since many logos are trademarked designs and subject to copyright provisions, actual examples are not shown in this publication.

In the past, the same colored logo was used for advertising, packaging and other applications. Today, an annual financial report may employ a minimal version of the logo and a web site may use slightly different colors and modified designs.

Likewise, the packaging of different products in a line may employ completely different sets of colors. For example, in the past, a plastic bottle of Clorox bleach was only available in white with a predominantly blue label. Today the consumer will find a rainbow of colored labels - each one reflecting a different variety of bleaching power - and either blue or white bottles.

Some History of Brand Identity Colors

UPS

Over the decades, UPS's brown has provided the most consistent color personality for any company that exists. Even their logo design is secondary in importance to the color. When you see a brown truck, or a uniform, or the tail of a plane, and you know it's UPS. It's conservative, it's dependable.

The origin of this color dates back to 1920 and the Pullman cars that represented "class, elegance, and professionalism." UPS also liked the way brown helped hide dirt on uniforms and vehicles.

On the other hand, brown is not a flashy, forward-looking color in contemporary culture. In fact, it may even appear stodgy. Therefore, it's not surprising that UPS recently launched a new marketing campaign designed to make brown cool. Their new print ads have two-inch-tall letters spelling out BROWN down the side. The copy reads, "You want your work done faster, you want it done better. Brown can do that." The ads have the tagline "What Can Brown Do For You?" Also noteworthy is how gold has been substituted for yellow in the logo colors.

Tiffany

The Tiffany blue box originated in 1850, when Tiffany & Co. opened its first foreign branch in Paris. Designers selected this light turquoise-blue as the perfect color to attract the fashionistas of the day. This specific color was the signature color of the "it-girl" of the day, Empress Eugenie, Napoleon III's wife - and it was just a shade different than the color of the woman she most admired, Marie Antoinette. The color has remained the same for over 150 years.

Levitra

The pharmaceutical industry generates \$400 billion dollars a year in sales. (Compare that to Ford and General Motor's \$40 billion). Consequently, the color and the shape of a pill, the logo and other imagery used to sell a medication are taken very seriously.

It should come as no surprise that the makers of Levitra, (an erectile dysfunction medication for men) turned their focus to color as a way "to beat the blues" - a reference to their competition's (Viagra's) sky-blue tablets. Consumer research revealed that many men thought that the blue color was too cool. They equated it with being sick.

After extensive testing, orange was selected as Levitra's color. The rationale: orange is vibrant and energetic. And the logo? An orange and purple flame.

Design Applications & Color Variables

The color information and illustrations in this publication provide departure points for developing successful color schemes for all areas of design - logos, business cards, products, packaging, signage and web sites. Since these illustrations and color formulas are based on the RGB color model, variables may occur when using other color systems. The following provides important information about these variables:

Web Site Design

The HEX code is included for each color swatch. These may be used to specify background colors, text, or link colors in html documents. The RGB values may be used for non-dithering colors for graphic illustrations.

Labels, Packaging, Business Cards, Stationery and Signage

The RGB values of the colors may be used as a reference for appropriate specifications (such as CMYK) for printing and other media.

Products

The RGB values may be used as a reference for enamels, glazes, paint, textile dyes, and other color media.

Interior Design and Architecture

The colors used for brand identity are more vivid than those used in interior or exterior color schemes. Typically, logo and packaging color combinations are used in relatively smaller quantities and are designed to attract attention in print, broadcast, web media, or within a store.

Therefore, the colors should be used as a departure point for paint and interior products. For example, muted versions of a color are more appropriate for large wall and floor areas; vivid versions can be used as accent colors. A "tropical" color combination such as "Purple, Red-Purple and Orange" can be translated into a room with light orange walls and draperies in a vivid purple and orange print. Alternatively, wainscoting along lower walls - or an end wall - can be painted in a vivid hue. In other words, a little bit of color goes a long way.

Note: Colors in this publication will appear dramatically different when painted on large wall expanses. For example, greyish-blue will be a much more vivid blue when applied to a wall. Brush-outs (applying the actual paint color to a 3' by 3' area of a wall) will provide an accurate preview of end results. For example, some colors may turn out too pale, others, too dark. Consult with a paint representative and/or a design professional. Similar caution should be used when selecting carpeting and other elements that cover large areas.

About Color Harmony

The color combinations in this publication represent balanced harmonies - attractive combinations of colors - that successfully communicate symbolic meanings.

Defining harmony is not an easy task. Perhaps the best definition is “something that is pleasing to the eye.” If colors don’t coordinate or if there are too many colors, the effect is confusing and chaotic. If it were music, it could be described as “untuned.” Likewise, other color combinations are monotonous or boring. In the case of brand identity, a single powerful color - when combined with a powerful design or font - may be very effective.

Successful color schemes also require a good balance of light and dark colors. Consequently, any text in a logo is more powerful and legible as a result of this contrast.

Factors that Influence Color Communication

Aside from the symbolism of the actual colors, the communication of a color combination is influenced by other factors: the quantity of each color and the shapes or imagery used in the design.

Regarding the quantity of a color, the most powerful color communication arises from the color that is used in the largest amounts. Small quantities of a color may simply function as an accent. For this reason, several color combinations occur in two areas in this publication. For example, red is used in large amounts and yellow in smaller amounts in "Red and Yellow." The opposite is the case in "Yellow and Red."

The effects of shapes may be simplified as follows:

Circles are associated with softness, connection, wholeness, warmth, comfort and love; rectangles with solidity, containment, order, logic, certainty and hardness; triangles with power, excitement, aggression, force and mystery.

When a color is combined with a specific object, different meanings may arise. For example, a red heart is symbolic of love, a black heart of treachery, and a purple heart is the American military award for bravery. Another example is a maple leaf. A green maple leaf symbolizes nature, yellow-orange evokes autumn, and a red maple leaf is the emblem of Canada.

The relationships between color symbolism and imagery are quite evident in Thai Airways International's logo. First of all, the logo incorporates the colors associated with Thailand: the shining gold found in its temples, the magenta of its shimmering silks and the rich purples of its orchids. Second, the design of the logo has been likened to an orchid but is simply a symbol meant to convey the essence of Thailand; its soft, curving lines combined with a speed line suggest effortless flight.

(See <http://www.thaiair.com/>)

In summary, the actual colors and the forms or images used for brand identity play a powerful role in the effects of a color combination. Each element may serve to reinforce the message or to add new meaning.

About the Terms Used

The English language does not support a wide range of color terms beyond the names of basic hues, such as “red” and “blue.” In addition to the basic color names, colors may also be described by references to naturally occurring objects, such as “burgundy” or “lime.” Designer color terms such as “Antique White” or “Riviera Blue” are not accurate and are not used in this publication.

The following descriptive terms are used:

Dark - a dark version of the color

Medium - a medium or medium-light version of the color

Light - a light version of the color, a pastel or “tint” of the original color

Muted - a dull, less colorful version of the color

Bright - a very pure, vivid, intense, saturated version of the color

Deep - a very rich version of the color, a full bodied color in spite of its relative darkness

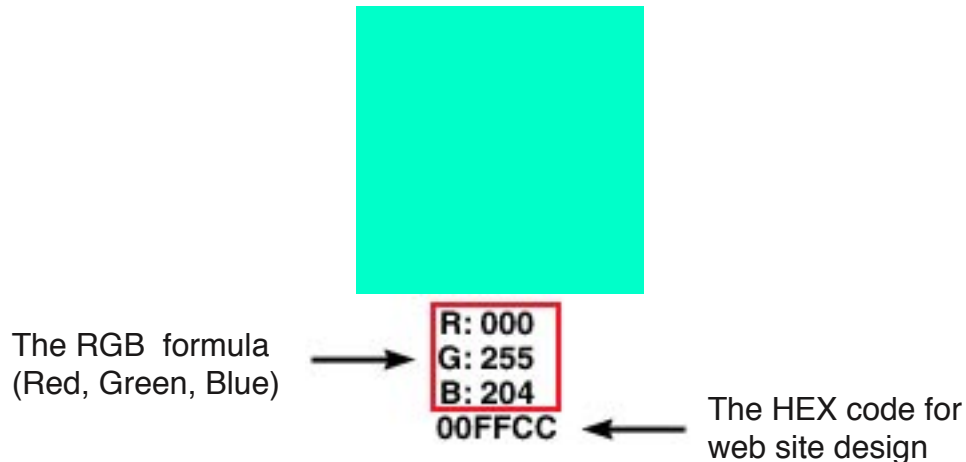
Achromatic - lacking true color (black, white and greys)

About the Color Combination Pages

On the first page, there are swatches of colors used in the combination. These are intended as general examples of colors that might be used. In some cases, there might be two shades of a given color, for example two different bright blues. Note: These colors are approximations of the colors used in the brand examples provided on the following page.

How to Read the Layouts

The colors in this section were selected from a set of colors which are common to both PC and Macintosh computers. The RGB formulas and the HEX code (for web site HTML specifications) are listed under each color square. Except where noted as "hybrid," they are part of the 216 "web-safe" color palette. For example:



Also on the first page is a description of natural associations and symbolism. "Natural Associations" are timeless examples of these colors as they occur in nature. In other words, our Paleolithic ancestors would have seen these colors and associated them with certain natural elements. This is followed by the "Symbolism," a list of positive attributes that the color may communicate in contemporary culture.

Regarding white and black, either or both of these colors may be an integral part of the design and are included in the color combination. For example, the AT&T logo relies on the relationship between the blue foreground and the white background. In other design applications, white and/or black may be added and do not play a primary role in the design. This is noted in each color combination, as follows: Note: White and black may serve as neutral colors in the design or text.

The second page includes "Design Analysis," "Color Communication," several illustrations, and a list of examples of current usage of the color combination in brand identity. Once again, it's important to note that these brand examples use similar (and not exact) colors.

"Design Analysis" that describes the technical characteristics of the color combination. It includes a description of the harmony and any other pertinent design attributes.

"Color Communication" is a simplified summary of what the combination may communicate. It does not preclude other possible effects. Therefore, it is important to refer back to the lists of each color's symbolism on the previous page.

The illustrations demonstrate how the color combination may be applied to a logo design. Since many logos include both text and a design symbol, the illustrations include alphabet letters and a simple chevron design. The actual logos of brands listed as "Examples" are not shown due to copyright restrictions. These logos may be found on the company's or product's web site. For example, Nikon at <http://www.nikon.com> or Japan Airlines at <http://www/jal.com>

The quantity and placement of colors in the illustrations, may vary. Also, as previously noted, several popular color combinations occur in two areas in this publication. For example, red is used in large amounts and yellow in smaller amounts in "Red and Yellow." The opposite is the case in "Yellow and Red."

"Examples" include a list of companies who use these colors as brand identity. As mentioned, previously, some companies use variations of these logos for different purposes. Furthermore, logos and packaging of many consumer products, are in a state of flux. A cleaning product that is packaged in blue today, may be orange in the near future.

Every effort was made to include companies with global recognition. Therefore, airlines and shipping companies are frequently listed as examples. Unfortunately, many national sports teams and regional products may not have international recognition and were not included.

RED

Red and White

Red, White, and Black

Red, White, Black, and Gold

Red, White, Black, and Silver

Red, White, and Dark Blue

Red and Bright Blues and/or Dark Blue

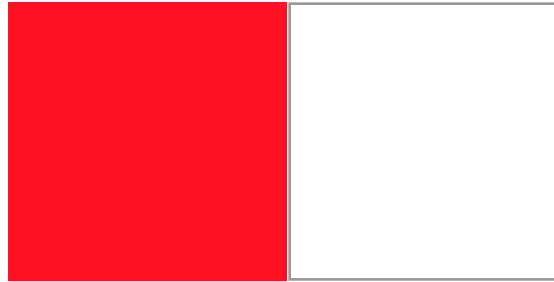
Red and Yellow or Golden Yellow

Red, Yellow, and Black

Deep Red and Beige or Gold

Deep Red, Bright Red and White

Red and White



R: 255
G: 000
B: 000
FF0000

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.
White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)
White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

Red and White

Design Analysis

This is a simple harmony based on one color and white. Since white is achromatic, this color combination creates a focus on the color red. It also contains an effective contrast between the darkness and warmth of red and the lightness and coolness of white.

Color Communication

Red creates excitement and energy. Furthermore, red is a very attention-getting color.



Examples

Red Cross: Logo

Xerox: Logo

Coca Cola: Logo

Sprint: Logo

Levi Straus: Logo

Target Stores: Logo, signage and packaging

Hoover and Dirt Devil (Vacuums): Logo

Clarins (Cosmetics): Logo and packaging

Canon (Cameras): Logo

Red, White, and Black



R: 255
G: 000
B: 000
FF0000

R: 255
G: 255
B: 255
FFFFFF

R: 000
G: 000
B: 000
000000

Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White and black may serve as neutral colors in the design or text.

Red, White, and Black

Design Analysis

This is a simple harmony based on one color and black and white. Since black and white are achromatic, this color combination creates a focus on the color red. It also contains an effective contrast between the darkness of black and red and the lightness of white. Notice how red becomes even more vivid on the black background.

Color Communication

This color combination balances the emotional energy of red with the stability and serious qualities of black.



Examples

Verizon (Telecommunications): Logo

Marlboro (Cigarettes): Logo and packaging design

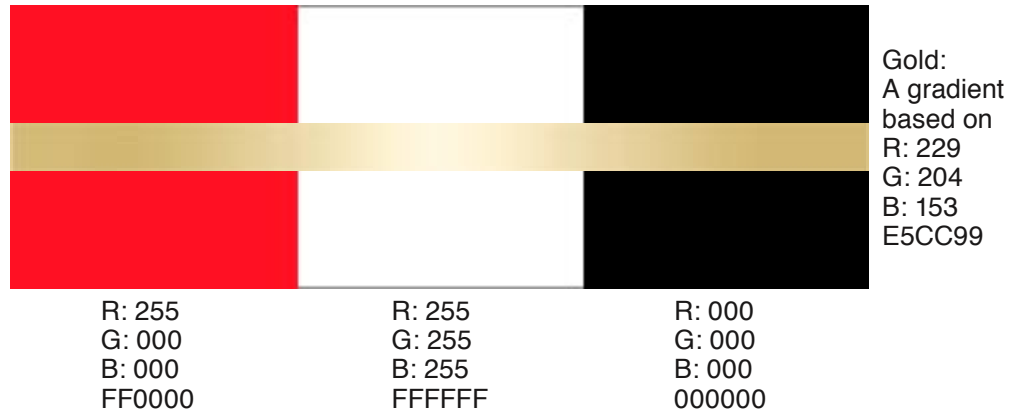
Texaco (Petroleum Products): Logo

AARP (American Association of Retired Persons): Logo

Craftsman (Tools): Logo, packaging and some tools

Adobe (Software): Logo

Red, White, Black, and Gold



Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Gold is a precious metal.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Gold: excellence, value, wealth, prosperity, nobility, divinity

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White and black may serve as neutral colors in the design or text.

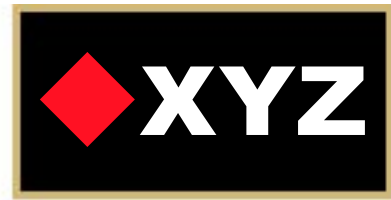
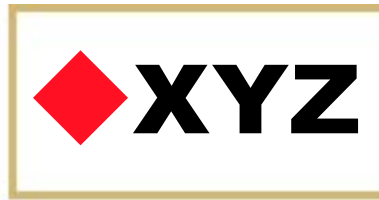
Red, White, Black, and Gold

Design Analysis

This combination expands on the previous harmony of red and black and white. The color combination is enhanced by the reflective surface effect and warmth of gold.

Color Communication

Gold adds a sense of luxury and value to the emotional energy of red and the stability and serious qualities of black.



Examples

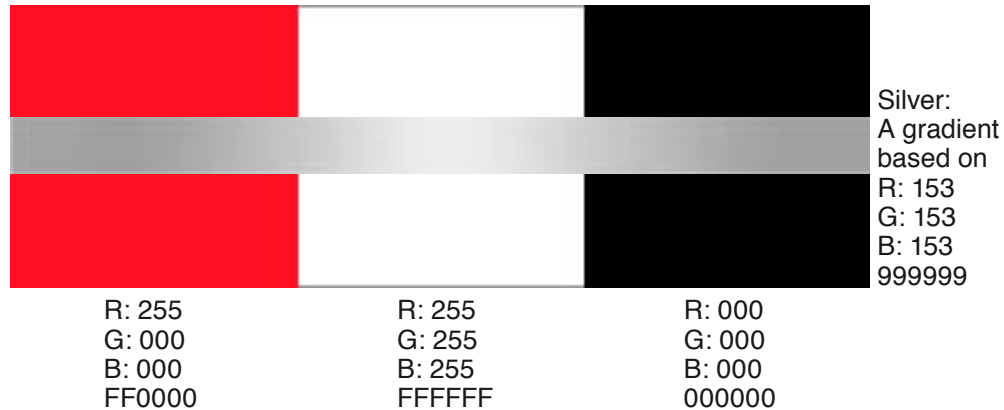
Porsche: Logo

Jim Bean Whiskey: Logo and packaging

Campbell Soup: Logo and labels

Budweiser Beer: Logo and labels

Red, White, Black, and Silver



Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Silver is a precious metal.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Silver: classic, valuable, futuristic, technology

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White and black may serve as neutral colors in the design or text.

Red, White, Black, and Silver

Design Analysis

This combination expands on the previous harmony of red and black and white. The color combination is enhanced by the reflective surface effect and coolness of silver.

Color Communication

Silver adds a futuristic and "high technology" quality to the emotional energy of red and the stability and serious qualities of black. Furthermore, red's associations with good luck and happiness are significant in Asian products.



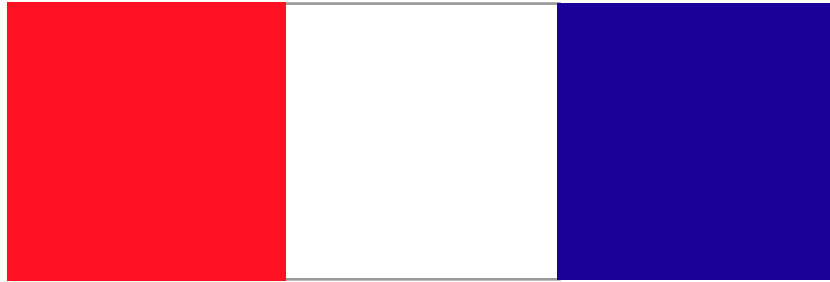
Examples

Japan Airlines (JAL): Logo and aircraft tail design

Citroen, Audi and Mistubishi (Automobiles): Logos

Smirnoff Vodka: Logo and packaging

Red, White, and Dark Blue



R: 255
G: 000
B: 000
FF0000

R: 255
G: 255
B: 255
FFFFFF

R: 000
G: 000
B: 153
000099

Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Dark blue is the color of the oceans, lakes, twilight skies, birds, fish, flowers, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

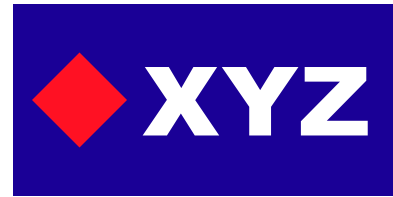
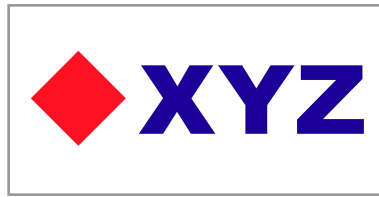
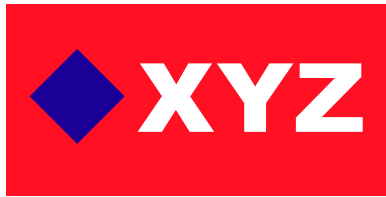
Red, White, and Dark Blue

Design Analysis

This color harmony is based on a dynamic contrast of a warm color (red) and a cool color (blue). The brilliance of red is increased by the contrast with the darkness of blue. This design also contains an effective contrast between the darkness of red and blue and the lightness of white.

Color Communication

This color scheme combines the emotional energy of red with the dignity and professionalism of blue.



Examples




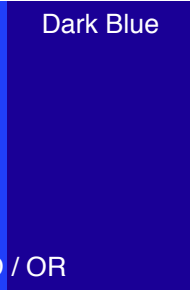
AirFrance, British Airways and American Airlines: Logo and aircraft tail design

NFL (National Football League): Logo

Maserati: Logo

Note: Red and blue are the colors of the flags of many nations.

Red and Bright Blues and/or Dark Blue

			
	Sky Blue	Bright Blue	Dark Blue
		AND / OR	AND / OR
R: 255 G: 000 B: 000 FF0000	R: 000 G: 153 B: 255 0099FF	R: 000 G: 102 B: 255 0066FF	R: 000 G: 000 B: 153 000099

Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Sky blue and bright blue are the colors of the sky, oceans, lakes, fish, and gemstones.

Dark blue is the color of the twilight skies, oceans, lakes, birds, fish, flowers, and gemstones.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Sky Blue: tranquility, serenity, and peace

Bright Blue: cleanliness, strength, dependability, peace, coolness, infinity, serenity

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity

Note: White may be added as a neutral color in the design, as text or as a background color.

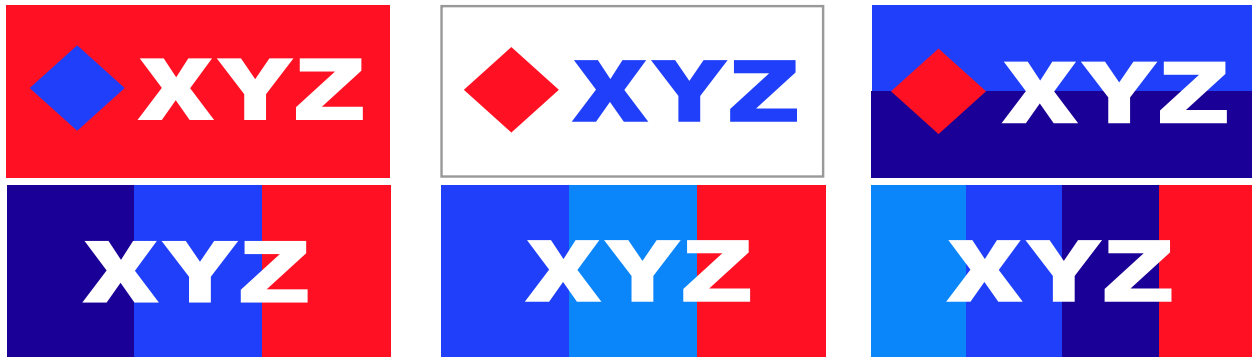
Red and Bright Blues and/or Dark Blue

Design Analysis

This color harmony is based on a dynamic contrast of a warm (red) and a cool (blue) color. Since red and bright blue are both vivid colors, the contrast is increased.

Color Communication

This color combination unites the emotional energy of red with the peace and dependability of blue. Blue's associations with water or sky contribute to the effect.



Examples

United Airlines: Logo

Motel 6: Logo

Spiderman: Character

Pepsi Cola: Logo (red and bright blue)

Packaging (red and two bright blues)

Ivory Soap: Packaging (red, bright blue and dark blue)

Crest Toothpaste: Packaging (red and bright blues)

Red and Yellow or Golden Yellow



Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.

Red and Yellow or Golden Yellow

Design Analysis

This harmony is based on warm colors. The color combination contains an effective contrast between the darkness of red and the lightness of yellow. Bright warm colors such as red and yellow attract attention.

Color Communication

The warmth and brightness of both colors create excitement and dynamic energy. Since this color combination has strong associations with food items, it may also evoke sensations of taste.



Examples

Master Card: Logo

Iberia Airlines: Logo

Royal Dutch Shell Group (Petroleum Products): Logo and signage

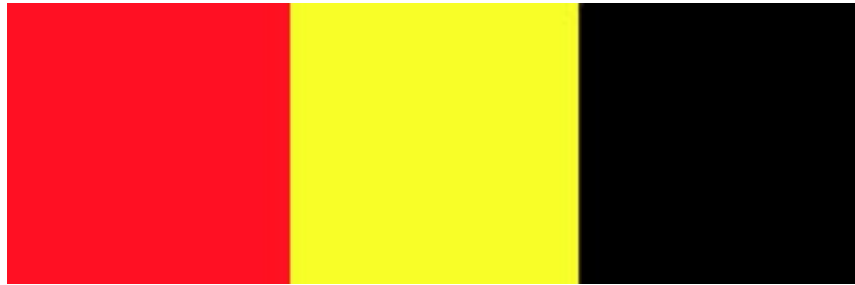
DHL (Shipping): Logo and trucks

Coleman's Mustard: Packaging

Mc Donald's, Burger King and Carl's (Fast Food): Logos and signage

Note: See "Yellow and Red" for other examples.

Red, Yellow, and Black



R: 255
G: 000
B: 000
FF0000

R: 255
G: 255
B: 000
FFFF00

R: 000
G: 000
B: 000
000000

Natural Associations

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Symbolism

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

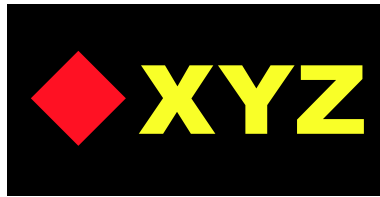
Red, Yellow, and Black

Design Analysis

This combination expands on the previous harmony of red yellow. Black adds to the contrast between light and dark colors. Bright warm colors such as red and yellow attract attention and are even more powerful on a black background.

Color Communication

This color scheme combines the warmth and emotional energy of red and yellow with the stability and serious qualities of black.



Examples

Energizer (Batteries and Flashlights): Logo and packaging

Hefeweizen (Beer): Logo and labels

Raid, Hot Shot (Insecticides): Packaging for specific products

Ferrari: Logo

Note: Another version of the Ferrari logo is black and yellow with red and green stripes at the top.

Variations

Lego (Toys): Logo (red, yellow, black and white)

Deep Red and Beige or Gold



R: 153
G: 000
B: 000
990000

R: 255
G: 231
B: 174
F5E7AE
(hybrid)

Gold:
A gradient
based on
R: 229
G: 204
B: 153
E5CC99

Natural Associations

Deep red is the color of flowers, fruits, vegetables, birds, gemstones, and blood.

Beige is color of sand, nuts, bark, rocks, vegetables, animals, and insects.

Gold is a precious metal.

Symbolism

Deep Red: strength, power, energy, tastiness, warmth, vigor

Beige: smoothness, softness, tastiness

Gold: excellence, wealth, prestige, prosperity, nobility and divinity

Note: White may be added as a neutral color in the design, as text or as a background color.

Black text may also be added.

Deep Red and Beige or Gold

Design Analysis

This color harmony is based on warm colors. It also contains an effective contrast between the darkness of deep red and the lightness of beige. The color combination is enhanced by the reflective surface effect of gold.

Color Communication

Deep red and beige have strong relationships to food items and are appetizing colors. Gold adds a sense of luxury and value to the energy of red and the softness of beige.



Examples

Haagen-Dazs Ice Cream: Packaging

Gallo, Sonoma and other Wines: Logos, labels, web sites

Deep Red, Bright Red, and White



R: 153
G: 000
B: 000
990000

R: 255
G: 000
B: 000
FF0000

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Deep red is the color of flowers, fruits, vegetables, birds, gemstones, and blood.

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Deep Red: strength, power, energy, tastiness, warmth, vigor

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

Black text may be added.

Deep Red, Bright Red, and White

Design Analysis

This simple color harmony (monochromatic) is based on variations of one color - red.

The color combination also contains an effective contrast between the darkness of deep red, the brilliance of bright red, and the lightness of white.

Color Communication

The dynamic energy of red is complemented by the strength of deep red. Since this color combination has strong associations with food items, it may also evoke sensations of taste.



Examples

Dr. Pepper (Soft Drink): Logo and packaging (combination of white text on deep red with bright red accents)

Qantas Airlines: Logo, web site and aircraft tail design (red, white and black)

RED-PURPLE and PINK

Red-Purple or Fuchsia (Hot Pink) and Blue or Dark Blue-Purple

Red-Purple or Fuchsia (Hot Pink) and Blue-Green

Dark Red-Purple, Fuchsia (Hot Pink), and Golden Yellow

Fuchsia (Hot Pink) White and/or Black

Fuchsia (Hot Pink) and Pink

Fuchsia (Hot Pink), Yellow, and Pink

Fuchsia (Hot Pink) and Lime Green

Red-Purple or Fuchsia (Hot Pink) and Blue or Dark Blue-Purple

Red-Purple	Fuchsia	Dark Blue-Purple	Blue
OR		OR	
R: 204 G: 000 B: 153 CC0099	R: 255 G: 051 B: 153 FF3399	R: 051 G: 051 B: 153 333399	R: 000 G: 051 B: 153 003399

Natural Associations

Red-purple is the color of flowers, fruits, vegetables, and gemstones.

Dark blue-purple is the color of night skies, and fruits.

Fuchsia is the color of flowers.

Blue is the color of the ocean and lakes, birds, fish, flowers, fruit, and gemstones.

Symbolism

Red-Purple: elegance, creativity, richness, tastiness, juiciness

Dark Blue-Purple: strength, dignity, intelligence, elegance

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Blue: power, strength, intelligence, efficiency, loyalty, logic, cleanliness, infinity, serenity

Note: White may be added as a neutral color in the design, as text or as a background color.

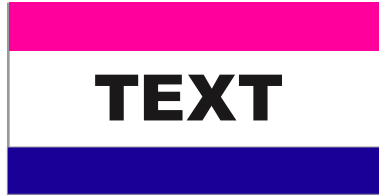
Red-Purple or Fuchsia (Hot Pink) and Blue or Dark Blue-Purple

Design Analysis

This color harmony is based on a dynamic contrast of a warm color (fuchsia or red-purple) and a cool color (blue). There is also a strong contrast between a dark, muted color (blue) and a vivid color (red-purple or fuchsia).

Color Communication

The tasty (fruity, sweet) qualities of red-purple or fuchsia are balanced by the strength of blue. This color scheme can create a festive effect.



Examples

Red-Purple and Dark Blue-Purple

Taco Bell (Fast Food): Logo and signage

Fuchsia (Hot Pink) and Blue

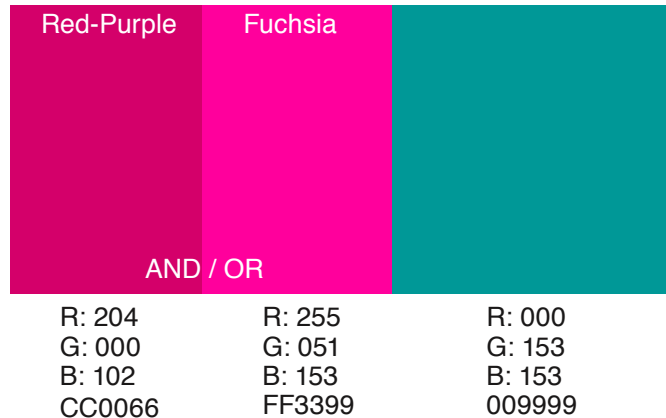
C&H Sugar: Logo and packaging

Knudsen "On the Go" (Dairy Products): Logo and packaging

Variations

Sweet 'n Low (Artificial Sweetener): Logo and packaging (pink with red and blue logo)

Red-Purple and/or Fuchsia and Blue-Green



Natural Associations

Red-purple is the color of flowers, fruits, vegetables, and gemstones.

Fuchsia is the color of flowers.

Blue-green is the color of the ocean, lakes, peacocks, and gemstones.

Symbolism

Red-Purple: elegance, creativity, richness, tastiness, juiciness

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Blue-Green: coolness, cleanliness, freshness, healing, aquatics, fluidity

Note: White may be added as a neutral color in the design, as text or as a background color.

Black text may also be added.

Red-Purple and/or Fuchsia and Blue-Green

Design Analysis

This color harmony is based on a dynamic contrast between a warm color (fuchsia) and a cool color (blue-green).

Color Communication

The fruity or floral quality of red-purple is balanced by the cleanliness of blue-green. This color combination has a very vibrant effect.



Examples

Ambien (Insomnia Medication): Logo

Prevacid (Heartburn Medication): Logo

Variations

Packaging for many incontinence (Depend, Poise) and feminine hygiene (Tampax, Kotex) products

Dark Red-Purple, Fuchsia (Hot Pink), and Golden Yellow



R: 153
G: 000
B: 102
990066

R: 255
G: 000
B: 153
FF0099

R: 255
G: 204
B: 000
FFCC00

Natural Associations

Dark red-purple is the color of flowers, fruits, vegetables, and gemstones.

Fuchsia is the color of flowers.

Golden yellow is the color of the sun, fruits, flowers, vegetables, autumn, animals, and minerals.

Symbolism

Dark Red-Purple: sophistication, elegance, power, luxury, royalty

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Golden Yellow: optimism, luminosity, happiness, friendliness, warmth, richness

Note: White may be added as a neutral color in the design, as text or as a background color.

Dark Red-Purple, Fuchsia (Hot Pink), and Golden Yellow

Design Analysis

This harmony is based on warm colors. The color combination also contains an effective contrast between a dark color (red-purple) and two brilliant colors (fuchsia and yellow).

Color Communication

The whimsy of fuchsia and the happiness of yellow are balanced by the elegant strength of dark red-purple. This color combination has a very exotic and festive effect.



Example

Thai Airlines: Logo and aircraft design

Variation

Bratz (Dolls): Logo and packaging (fuchsia, yellow and red-purple or dark blue)

Fuchsia (Hot Pink), White and/or Black



R: 255
G: 051
B: 153
FF3399

R: 255
G: 255
B: 255
FFFFFF

R: 000
G: 000
B: 000
000000

Natural Associations

Fuchsia is the color of flowers.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Symbolism

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Note: White and black may serve as neutral colors in the design or text.

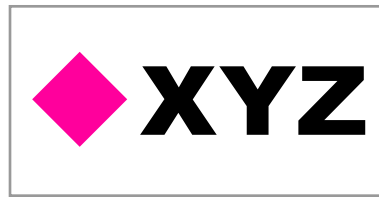
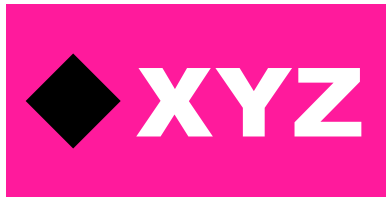
Fuchsia (Hot Pink), White and/or Black

Design Analysis

This simple harmony is based on one color and black and white. Since black and white are achromatic, this color combination creates a focus on the color fuchsia. It also contains an effective contrast between the the brilliance of fuchsia, the darkness of black, and/or the lightness of white.

Color Communication

The vibrant energy of fuchsia is combined with the stability and serious qualities of black and/or the purity of white.

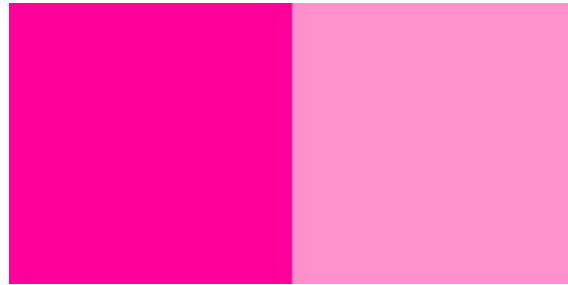


Examples

T-Mobile (Telecommunications): Logo

Eukanuba (Dog and Cat Foods): Logo and packaging

Fuchsia (Hot Pink) and Pink



R: 255
G: 000
B: 153
FF0099

R: 255
G: 153
B: 204
FF99CC

Natural Associations

Fuchsia is the color of flowers.

Pink is the color of flowers, fruits, birds, gemstones, and Caucasian skin.

Symbolism

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Pink: love, youth, tenderness, femininity, sweetness, tranquility, happiness

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

Fuchsia (Hot Pink) and Pink

Design Analysis

This simple color harmony (monochromatic) is based on variations of one color - fuchsia. The color combination also contains an effective contrast between the brilliance of fuchsia and the lightness of pink and white.

Color Communication

This color combination conveys happiness, youth and femininity.



Example

Barbie Dolls: Logo and packaging

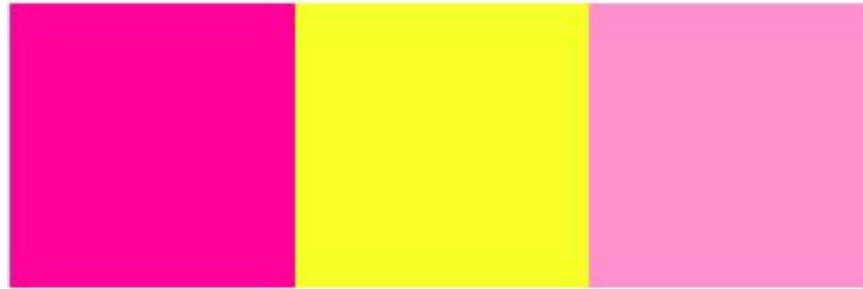
Variations

Owens Corning Insulation: Packaging (pink)

Clairol Loving Care (Hair Coloring): Logo

Mary Kay Cosmetics: Packaging (similar shades of bright and light pinks)

Fuchsia (Hot Pink), Yellow, and Pink



R: 255
G: 000
B: 153
FF0099

R: 255
G: 255
B: 000
FFFF00

R: 255
G: 153
B: 204
FF99CC

Natural Associations

Fuchsia is the color of flowers.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Pink is the color of flowers, fruits, birds, gemstones, and Caucasian skin.

Symbolism

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Pink: love, youth, tenderness, femininity, sweetness, tranquility, happiness

Note: White may be added as a neutral color in the design, as text or as a background color.

Fuchsia (Hot Pink), Yellow, and Pink

Design Analysis

This harmony is based on warm colors. The color combination also contains an effective contrast between a pale light color (pink) and two brilliant colors (fuchsia and yellow).

Color Communication

All three colors convey happiness and friendliness. It also has a whimsical and fruity quality to it. This color combination has a very dynamic and festive effect.

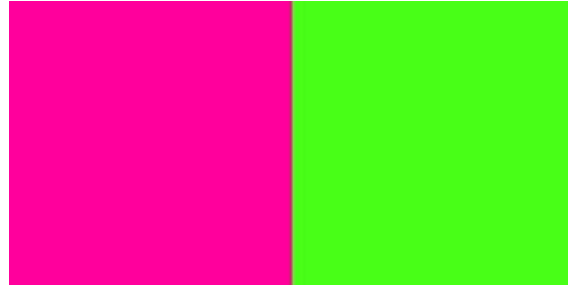


Examples

Pepto-Bismol (Stomach Medication): Logo and packaging

The Pink Panther: Cartoon character (pink with yellow accents)

Fuchsia (Hot Pink) and Lime Green



R: 255
G: 000
B: 153
FF0099

R: 000
G: 255
B: 000
00FF00

Natural Associations

Fuchsia is the color of flowers.

Lime green is the color of fruits, vegetables, and leaves.

Symbolism

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Lime Green: energy, freshness, coolness, growth

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

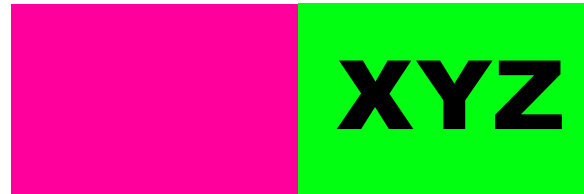
Fuchsia (Hot Pink) and Lime Green

Design Analysis

This color harmony is based on a dynamic contrast between a warm color (fuchsia) and a cool color (lime green). It is also a complementary color scheme since the colors are opposite each other on a color wheel.

Color Communication

The warm happiness and whimsy of fuchsia is balanced by the cool freshness of lime green. It also has a fruity quality. These extremely bright, electrifying colors create a very festive and dynamic effect..



Examples

SPRAY 'n WASH (Laundry Product): Packaging

Maybelline Great Lash Mascara: Packaging

Variation

Palmolive Soap: Packaging (pink and olive green)

PURPLE

Purple and White

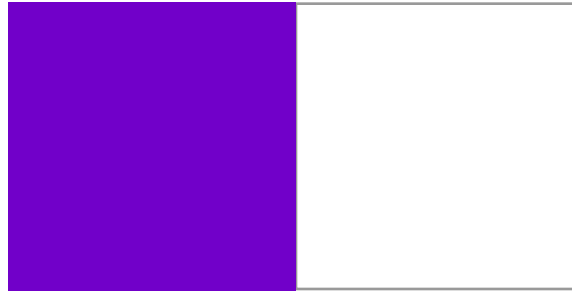
Purple and Gold or Silver

Purple and Orange and/or Red-Orange

Purple, Red-Purple, and Orange

Purple and Yellow

Purple and White



R: 102
G: 000
B: 204
6600CC

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Purple is color of fruits, flowers, and gemstones. It rarely occurs in nature.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Purple: dignity, sophistication, royalty, passion, creativity, magic, mystery, spirituality, fantasy

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.
Black text may also be added.

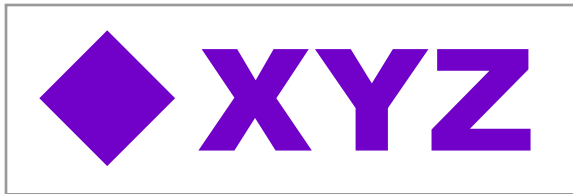
Purple and White

Design Analysis

This simple harmony is based on one color and white. Since white is achromatic, this color combination creates a focus on the color purple. There is also a strong contrast between the darkness of purple and the lightness of white.

Color Communication

This color combination conveys the other-worldly and cerebral characteristics of purple. It also creates associations with intelligence and dignity.



Examples

Sun Microsystems: Logo and packaging

EAS (Nutrition Products): Logo and packaging

Variations

Formula 409 (Cleaning Product): Logo and packaging (purple with multi-colored band)

Swiffer (Cleaning Product): Packaging of some products, such as WetJet (purple and other colors)

Purple and Gold or Silver



R: 102
G: 000
B: 204
6600CC

Gold:
A gradient
based on
R: 229
G: 204
B: 153
E5CC99

Silver:
A gradient
based on
R: 153
G: 153
B: 153
999999

Natural Associations

Purple is color of fruits, flowers, and gemstones. It rarely occurs in nature.
Gold and silver are precious metals.

Symbolism

Purple: dignity, sophistication, royalty, passion, creativity, magic, mystery, spirituality, fantasy
Gold: excellence, wealth, prestige, prosperity, nobility, and divinity
Silver: classic, valuable, futuristic, technology

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

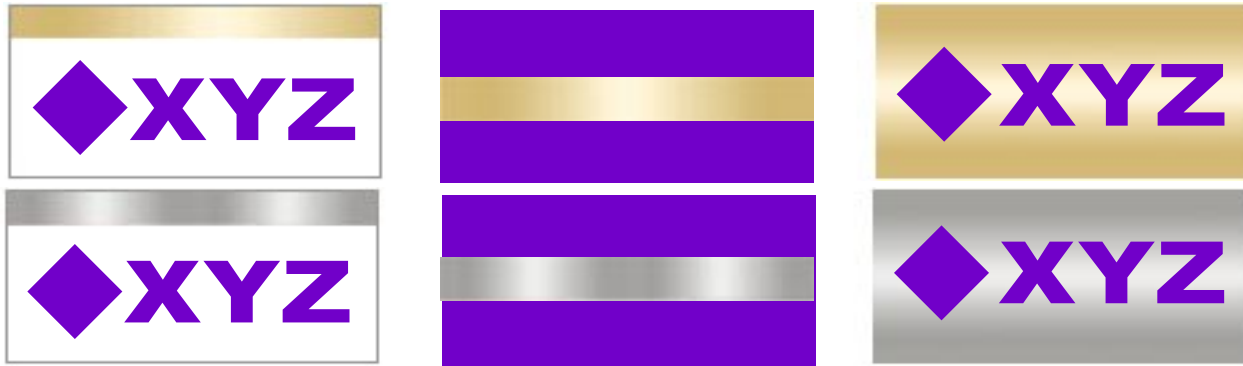
Purple and Gold or Silver

Design Analysis

This combination expands on the previous harmony of purple and white. The color combination is enhanced by the reflective surface effect of gold or silver.

Color Communication

Gold and silver add a sense of value and elegance to the cerebral qualities of purple.

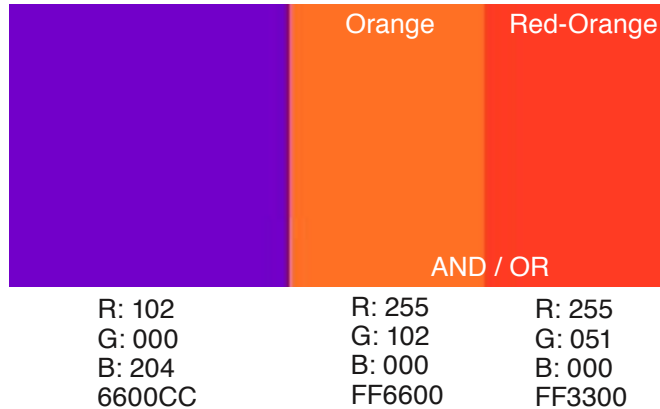


Examples

Nexium and Prilosed (Acid Reflux Medication): Logo and product (sometimes yellow is used instead of gold)

Cadbury (Chocolate): Logo and packaging (sometimes white is used instead of silver)

Purple and Orange and/or Red-Orange



Natural Associations

Purple is color of fruits, flowers, and gemstones. It rarely occurs in nature.

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

Symbolism

Purple: dignity, sophistication, royalty, passion, creativity, magic, mystery, spirituality, fantasy

Orange: energy, vitality, cheer, excitement, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.

Black text may also be added.

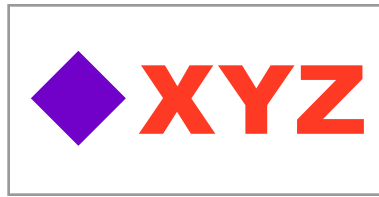
Purple and Orange and/or Red-Orange

Design Analysis

This harmony is based on a warm color (orange) and a color that is both warm and cool (purple). The color combination also contains an effective contrast between a dark color (purple) and a brilliant color (orange and/or orange-red).

Color Communication

The raw emotional energy of red and/or orange are balanced by the intellectual and magical qualities of purple. The contrasts create a very dynamic effect.



Examples

FedEx (Shipping): Logo, signage on trucks (purple and red-orange)

Viva (Paper Towels): Logo and packaging (purple and red-orange)

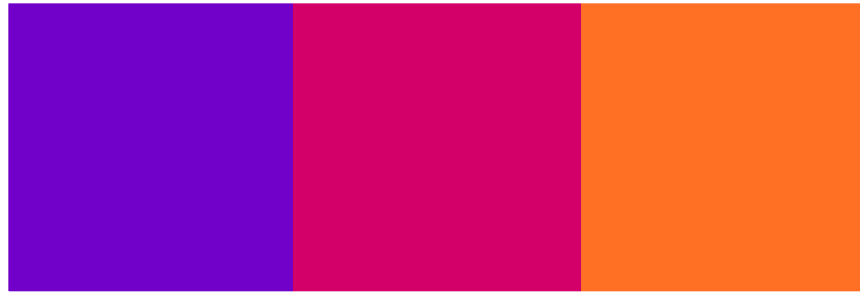
Levitra (Male Erectile Dysfunction Medication): Logo, packaging (purple and orange)

Variations

Allegra (Allergy Medication): Logo (purple and red)

Whiskas Cat Food: Logo and packaging (purple and red)

Purple, Red-Purple, and Orange



R: 102
G: 000
B: 204
6600CC

R: 204
G: 000
B: 102
CC0066

R: 255
G: 102
B: 000
FF6600

Natural Associations

Purple is color of fruits, flowers, and gemstones. It rarely occurs in nature.

Red-purple is the color of flowers, fruits, vegetables, and gemstones.

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

Symbolism

Purple: dignity, sophistication, royalty, passion, creativity, magic, mystery, spirituality, fantasy

Red-Purple: elegance, creativity, vitality, richness, tastiness, juiciness

Orange: energy, vitality, cheer, excitement, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.

Black text may also be added.

Purple, Red-Purple, and Orange

Design Analysis

This harmony is based on a warm color (orange) and a color that is both warm and cool (purple). The color combination also contains an effective contrast between dark colors (purple and red-purple) and a brilliant color (orange).

Color Communication

This lively color combination conveys happiness and fantasy. All colors have a fruity and floral quality. It also has a very exotic and tropical effect.



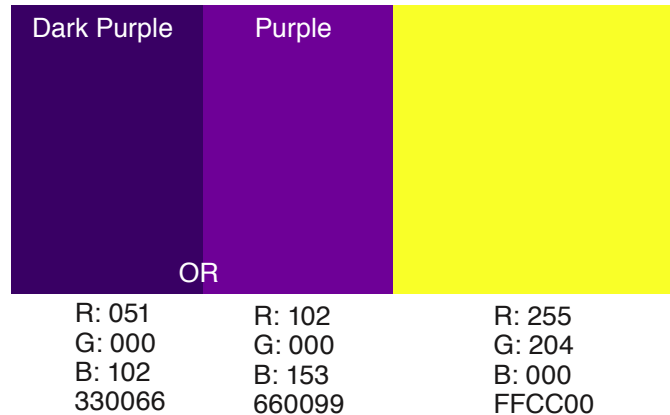
Examples

Hawaiian Airlines: Logo and aircraft tail design

Variations

Air Jamaica: Logo and aircraft design (red-purple, orange, yellow and blue)

Purple and Yellow



Natural Associations

Purple is color of fruits, flowers, and gemstones. It rarely occurs in nature.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Symbolism

Purple: dignity, sophistication, royalty, passion, creativity, magic, mystery, spirituality, fantasy

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.

Black text may also be added.

Purple and Yellow

Design Analysis

This is a color harmony based on a dynamic contrast of colors that are opposite each other on a color wheel (complementary). It also contains an effective contrast between the darkness of purple and the lightness of yellow.

Color Communication

This color combination unites purple's serious qualities of dignity and intelligence with yellow's warmth and optimism.



Example

Memorex (Computer Equipment and Electronics): Logo

Royal Purple Synthetic Oil: Logo and packaging

L.A. Lakers (Basketball Team): Logo and uniforms

Raid, Hot Shot (Insecticides): Packaging for specific products

BLUE

Dark Blue and White

Blue and White or Silver

Sky Blue, Dark Blue, and White

Sky Blue, White, and Black

Blue, White, Black, and Silver

Dark Blue or Bright Blue and Yellow or Golden Yellow

Dark Blue and Orange

Blue, Yellow, and Red

Dark Blue and White



R: 000
G: 051
B: 153
003399

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Dark blue is the color of the oceans, lakes, twilight skies, birds, fish, flowers, and gemstones. White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity
White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

Dark Blue and White

Design Analysis

This simple harmony is based on one color and white. Since white is achromatic, this color combination creates a focus on the color blue. It also contains an effective contrast between the darkness of blue and the lightness of white.

Color Communication

Dark blue communicates dependability and professionalism. This color combination is inextricably linked to corporate identity. As such, it is widely used and predictable .



Examples

Rolls-Royce: Logo

Sears: Logo

Volvo: Logo

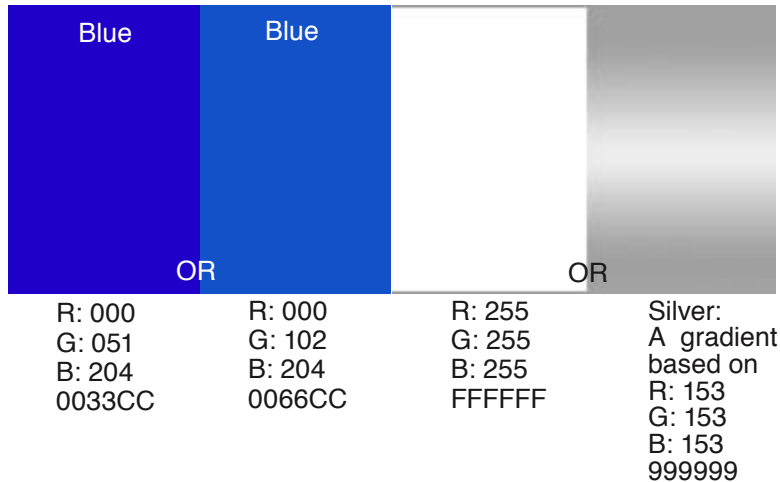
Absolut Vodka: Logo and packaging

Sheraton Hotels and Resorts: Logo

Hewlett Packard: Logo and packaging

Nivea (Skin Care): Logo and packaging

Blue and White or Silver



Natural Associations

Blue is the color of the ocean and lakes, birds, fish, flowers, fruit, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Silver is a precious metal.

Symbolism

Blue: power, strength, intelligence, efficiency, loyalty, logic, cleanliness, infinity, serenity

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Silver: classic, valuable, futuristic, technology

Note: White may serve as a neutral color in the design or text.

Blue and White or Silver

Design Analysis

This simple color harmony (monochromatic) is based on variations of one color (blue) combined with white. Silver may be added as part of the design. All colors are cool.

Color Communication

Bright blue creates a feeling of intelligence and peace. Compared to dark blue, the effect is friendlier and less serious. Silver adds a sense of "high technology" or futurism.



Examples

Dell: Logo

Intel: Logo

Nokia: Logo

VW and Ford: Logo (blue and silver)

Sky Blue, Dark Blue, and White



R: 000
G: 153
B: 255
0099FF

R: 000
G: 051
B: 153
003399

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Sky blue is the color of the sky, ocean waters, fish, and gemstones.

Dark blue is the color of the oceans, lakes, twilight skies, birds, fish, flowers, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Sky Blue: tranquility, serenity, peace, water

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

Sky Blue, Dark Blue, and White

Design Analysis

This simple color harmony (monochromatic) is based on variations of one color (blue) combined with white. All colors are cool.

Color Communication

The serious professionalism of dark blue is combined with the ethereal tranquility of sky blue.



Examples

Finnair: Logo and aircraft design

Albertsons (Store): Logo and signage

Kuwait Air: Logo and aircraft design

Sky Blue, White, and Black



R: 000
G: 153
B: 255
0099FF

R: 255
G: 255
B: 255
FFFFFF

R: 000
G: 000
B: 000
000000

Natural Associations

Sky blue is the color of the sky, ocean waters, fish, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Symbolism

Sky Blue: tranquility, serenity, peace, water

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Note: White and black may serve as neutral colors in the design or text.

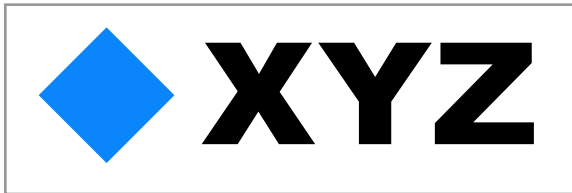
Sky Blue, White, and Black

Design Analysis

This is a simple harmony based on one color and black and white. Since black and white are achromatic, this color combination creates a focus on the color sky blue. Notice how sky blue becomes even more vivid on the black background.

Color Communication

This color scheme combines the ethereal tranquility of sky blue with the strength and stability of black.



Examples

AT&T: Logo

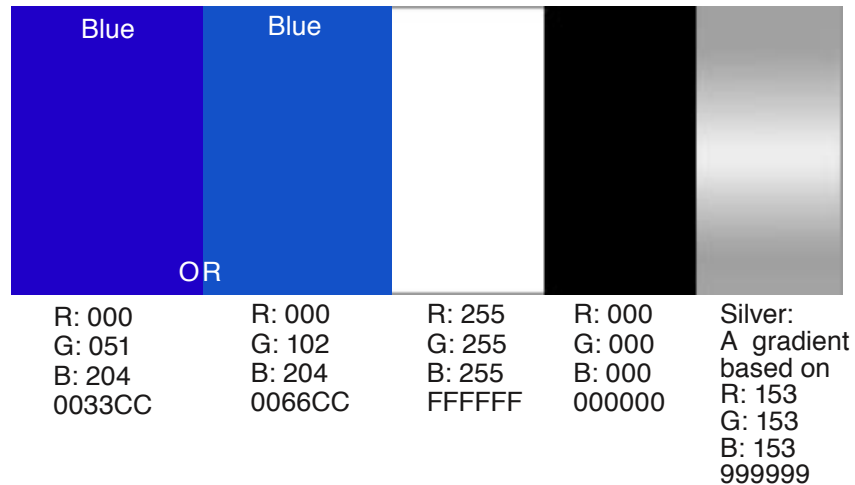
Internet Explorer: Logo

Variations

KLM Royal Dutch Airlines: Logo (sky blue and white) and aircraft (sky blue and dark blue)

Luxair (Luxembourg Airlines): Logo (sky blue and white)

Blue, White, Black, and Silver



Natural Associations

Blue is the color of the ocean and lakes, birds, fish, flowers, fruit, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Silver is a precious metal.

Symbolism

Blue: power, strength, intelligence, efficiency, loyalty, logic, cleanliness, infinity, serenity

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Silver: classic, valuable, futuristic, technology

Note: White and black may serve as neutral colors in the design or text.

Blue, White, Black, and Silver

Design Analysis

This is a simple harmony based on one color and silver combined with the achromatic colors of black and white. All colors are cool. The color combination is enhanced by the reflective surface effect and coolness of silver.

Color Communication

This color combination unites the serene power and intelligence of blue with the stability and serious qualities of black. Silver adds "high technology" and futurism.



Example

BMW: Logo

Variations

Men's Colognes (Aramis, Dolce and Gabbana): Packaging

Dark Blue or Bright Blue and Yellow or Golden Yellow

Dark Blue	Bright Blue	Yellow	Golden Yellow
OR		OR	
R: 000 G: 000 B: 153 000099	R: 000 G: 051 B: 204 0033CC	R: 255 G: 255 B: 000 FFFF00	R: 255 G: 204 B: 000 FFCC00

Natural Associations

Dark blue is the color of the oceans, lakes, twilight skies, birds, fish, flowers, and gemstones.

Blue is the color of the ocean and lakes, birds, fish, flowers, fruit, and gemstones.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Symbolism

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity

Blue: power, strength, intelligence, efficiency, loyalty, logic, cleanliness, infinity, serenity

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.

Dark Blue or Bright Blue and Yellow or Golden Yellow

Design Analysis

This is a color harmony based on a dynamic contrast of a warm color (yellow) and a cool color (blue). It also contains an effective contrast between the darkness of blue and the lightness of yellow.

Color Communication

This color scheme combines the cool intelligence and peaceful qualities of blue with the emotional warmth and energy of yellow.



Examples

Dark or Bright Blue and Yellow

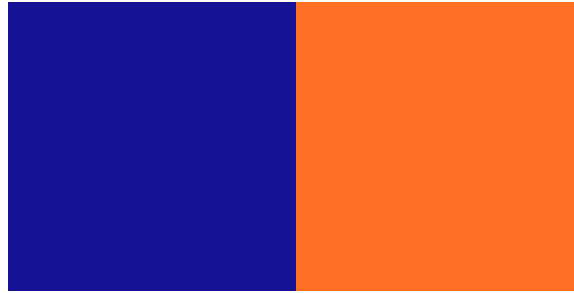
- Morton Salt: Logo and packaging
- Spam: Logo and packaging
- Alamo Rental Cars: Logo and signage
- Disneyland (US): Logo

Examples

Dark or Bright Blue and Golden Yellow

- Goodyear Tires: Logo
- Blockbuster: Logo, signage, membership card
- Corona Beer: Logo and labels
- Napa: Logo
- Chiquita Banana: Logo
- Iceland Air: Logo

Dark Blue and Orange



R: 000
G: 051
B: 153
003399

R: 255
G: 102
B: 000
FF6600

Natural Associations

Dark blue is the color of the oceans, lakes, twilight skies, birds, fish, flowers, and gemstones.
Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

Symbolism

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity
Orange: energy, vitality, cheer, excitement, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.

Dark Blue and Orange

Design Analysis

This color harmony is based on a dynamic contrast of colors that are opposite each other on a color wheel (complementary). It also contains a contrast between a warm and a cool color.

Color Communication

This color scheme combines the cool professionalism and dependability of dark blue with the cheerful emotional energy of orange.



Examples

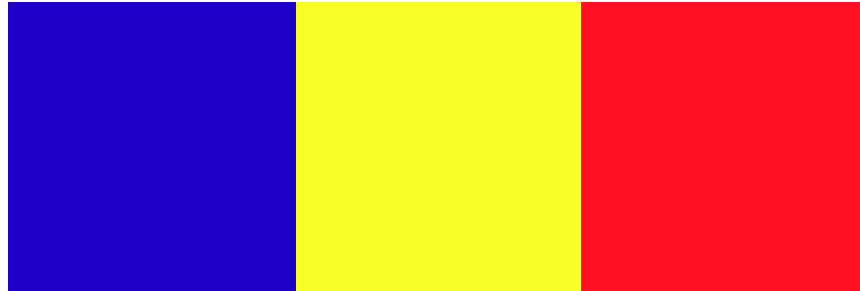
Budget Rental Cars: Logo and signage

Visa: Logo and credit card

Wheaties: Packaging

Motrin (Pain Medication): Logo and packaging

Blue, Yellow, and Red



R: 000
G: 051
B: 204
0033CC

R: 255
G: 255
B: 000
FFFF00

R: 255
G: 000
B: 000
FF0000

Natural Associations

Blue is the color of the sky, ocean and lakes, birds, fish, flowers, fruit, and gemstones.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Symbolism

Blue: power, strength, intelligence, efficiency, loyalty, logic, cleanliness, infinity, serenity

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Note: White may be added as a neutral color in the design, as text or as a background color.

Blue, Yellow, and Red

Design Analysis

This color harmony is based on colors that form a triangle on the color wheel (triadic). Red, yellow and blue are the three primary colors used by artists.

Color Communication

This color combination unites the warm emotional energy of red and yellow with the cool intellectual serenity of blue. The brilliance of all colors creates a lively effect.



Examples

Superman: Logo (emblem)

Alfa Romeo: Logo

Saab: Logo (Blue background with red and yellow accent)

Egypt Air and Southwest Airlines: Logo and aircraft design

Sunoco (Petroleum Products): Logo

UEFA - the Union of European Football Associations: Logo

Fosters Beer: Logo (blue, red and yellow or gold)

GREEN

Blue-Green, White, and Black

Light Blue-Green and White

Blue-Green, Yellow, and Dark Blue

Green and White

Green, White, and Black

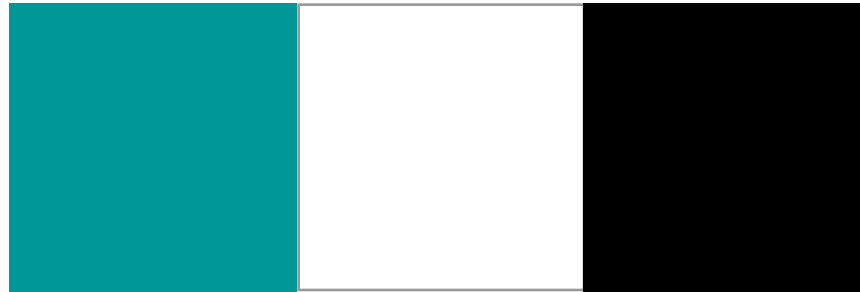
Yellow-Green, White, and Black

Green and Yellow

Green and Red

Light Green and White or Silver

Blue-Green, White, and Black



R: 000
G: 153
B: 153
009999

R: 255
G: 255
B: 255
FFFFFF

R: 000
G: 000
B: 000
000000

Natural Associations

Blue-green is the color of the ocean, lakes, peacocks, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Symbolism

Blue-Green: coolness, cleanliness, freshness, healing, aquatics, fluidity

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Note: White and black may serve as neutral colors in the design or text.

Blue-Green, White, and Black

Design Analysis

This is a simple harmony based on one color and black and white. Since black and white are achromatic, this color combination creates a focus on the color blue-green.

Color Communication

The freshness and natural (water-like) qualities and freshness of blue-green are combined with the serious and abstract qualities of black.



Example

Netscape: Logo

Lagoon Catamarans: Logo

Light Blue-Green



R: 102
G: 204
B: 204
66CCCC

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Blue-green is the color of the ocean, lakes, peacocks, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Blue-Green: coolness, cleanliness, freshness, healing, aquatics, fluidity, peace

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.
Black text may also be added.

Light Blue-Green

Design Analysis

This is a simple harmony based on one color and white. Since white is achromatic, this color combination creates a focus on light blue-green.

Color Communication

Light blue-green evokes its natural references and a quality of peace and fluidity.



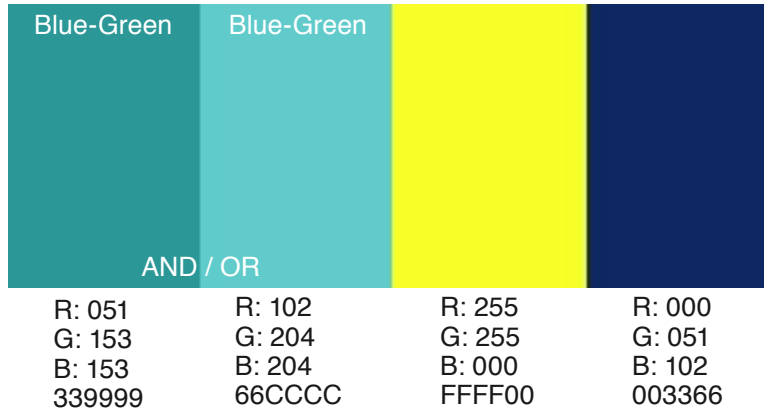
Example

Tiffany (Jewelry): Signature blue box with white ribbon

Variation

Dryel (Dry Cleaning Product): Logo and packaging (light blue-green and medium blue-green)

Blue-Green, Yellow, and Dark Blue



Natural Associations

Blue-green is the color of the ocean, lakes, peacocks, and gemstones.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Dark blue is the color of the oceans, lakes, twilight skies, birds, fish, flowers, and gemstones.

Symbolism

Blue-Green: coolness, cleanliness, freshness, healing, aquatics, fluidity

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Dark Blue: trust, dignity, intelligence, security, authority, professionalism, masculinity

Note: White may be added as a neutral color in the design, as text or as a background color.

Blue-Green, Yellow, and Dark Blue

Design Analysis

This color harmony is based on a contrast of cool colors and a warm accent color.

Color Communication

The refreshing fluidity of blue-green is combined with the dependability of blue and the warmth of yellow.



Examples

Mylanta and other Antacid / Anti-Gas Medications: Packaging

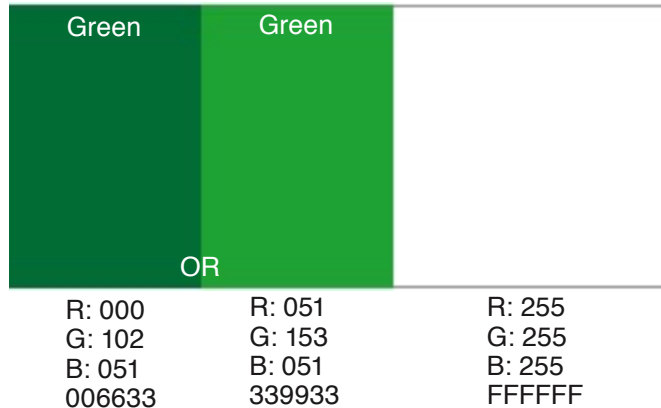
Pampers (Diapers): Logo

Variations

Silk Air (a division of Singapore Airlines): Blue-green and dark blue logo

Vietnam Airlines: Blue-green and yellow-orange logo and aircraft design

Green and White



Natural Associations

Green is the color of vegetation, lakes, birds, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Green: growth, hope, nutrition, nature, freshness, renewal, luck, deity (Middle East)

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.
Black text may also be added.

Green and White

Design Analysis

This simple harmony is based on one color and white. Since white is achromatic, this color combination creates a focus on the color green. It also contains an effective contrast between the darkness of green and the lightness of white

Color Communication

Green's associations with nature are dominant. It also creates a feeling of growth and luck.



Examples

Land Rover: Logo

Benetton (Fashion): Logo

Aer Lingus Airlines: Logo

Sierra Club and Greenpeace: Logo

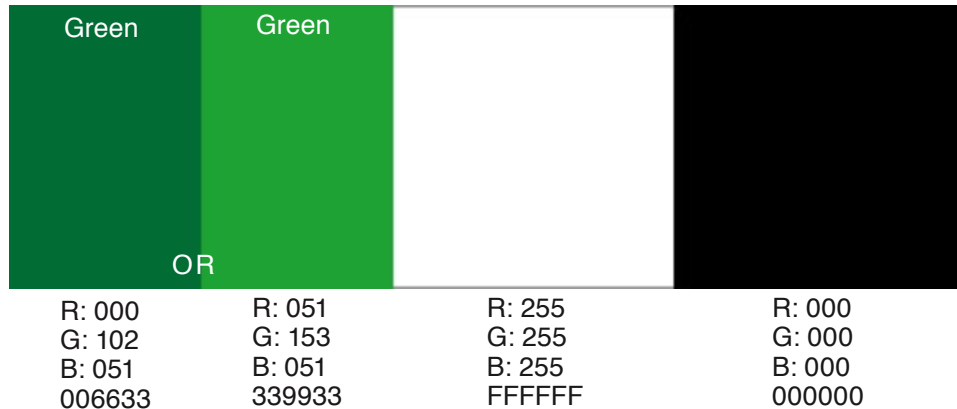
Kool Cigarettes: Logo and packaging

L.L.Bean (Outdoor Equipment and Apparel): Logo

Variations

Fidelity Investments: Logo variations may include yellow or gold.

Green, White, and Black



Natural Associations

Green is the color of vegetation, lakes, birds, and gemstones.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Symbolism

Green: growth, hope, nutrition, nature, freshness, renewal, luck, deity (Middle East)

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White and black may serve as neutral colors in the design or text.

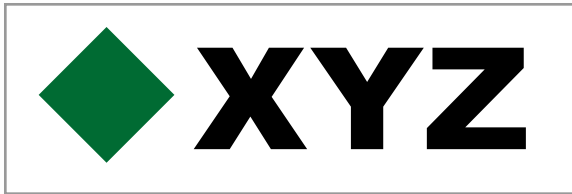
Green, White, and Black

Design Analysis

This is a simple harmony based on one color and black and white. Since black and white are achromatic, this color combination creates a focus on the color green.

Color Communication

Green's associations with nature and freshness are combined with the strength and power of black.



Examples

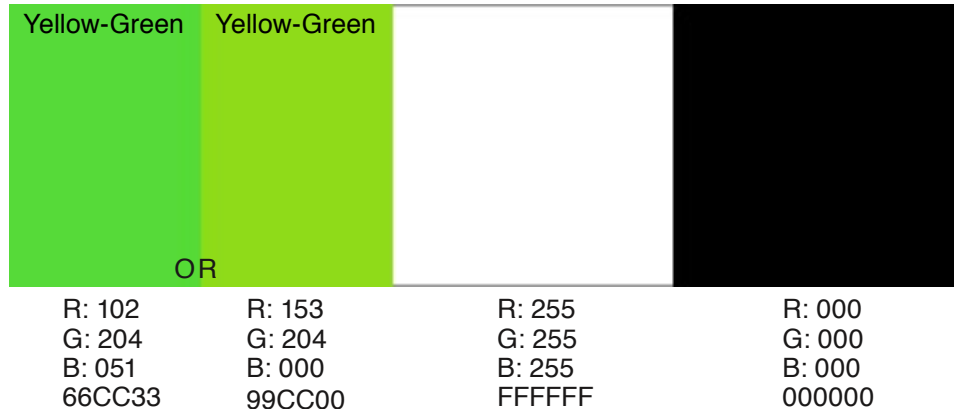
Starbucks: Logo (with white background)

Skoda (Automobile - UK): Logo

Robitussin (Cough Medicine): Logo and packaging of most products

The Hulk: Character and logos

Yellow-Green, White, and Black



Natural Associations

Yellow-green is the color of leaves, fruits and vegetables

White is the color of clouds, snow, minerals, flowers, vegetables, animals and fish.

Black is the color of minerals (rocks, charcoal) animals, insects and the darkness of night.

Symbolism

Yellow-Green: nature, health, freshness, tartness, organic

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White and black may serve as neutral colors in the design or text.

Yellow-Green, White, and Black

Design Analysis

This is a simple harmony based on one color and black and white. Since black and white are achromatic, this color combination creates a focus on the color yellow-green.

Color Communication

The natural associations of yellow-green are combined with the abstract strength of black. (Note: Yellow-green has been a trendy color for several years. Therefore, it may communicate its faddish qualities more than any specific symbolic meaning.)



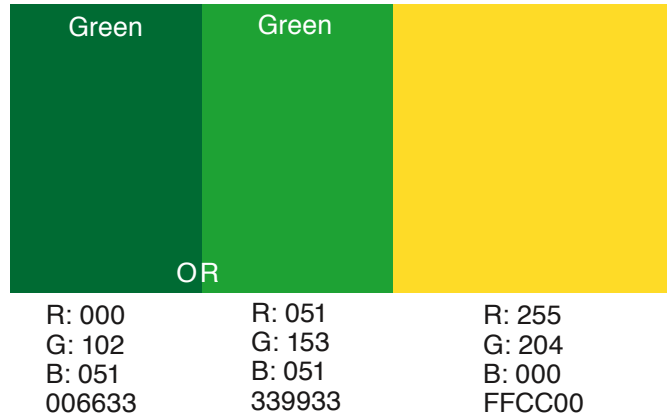
Examples

PBS Kids
H and R Block
XBox

Variation

Doublemint Gum: Logo and packaging (two greens with red accent)

Green and Yellow



Natural Associations

Green is the color of vegetation, lakes, birds, and gemstones.

Yellow is the color of the sun, fruits, flowers, vegetables, autumn, animals, and minerals.

Symbolism

Green: growth, hope, nutrition, nature, freshness, renewal, luck, deity (Middle East)

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

Green and Yellow

Design Analysis

This color combination consists of colors that are close together on a color wheel. It also contains a contrast between a cool color (green) and a warm color (yellow).

Color Communication

This color combination has strong associations with nature. It combines the cool freshness of green with the warmth and friendliness of yellow. Since these colors are also associated with food items, they may evoke sensations of taste.



Examples

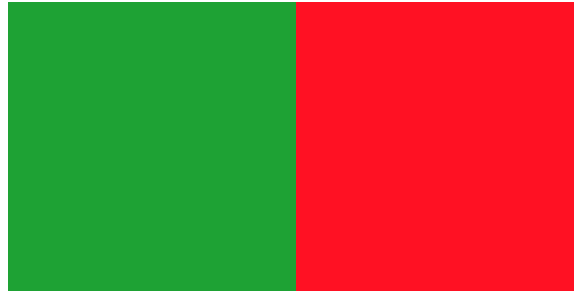
Perrier (Water): Logo and packaging
Sesame Street (Children's TV): Logo
Ricola (Herbal Medicine): Logo and packaging
John Deere (Lawn Equipment): Logo and machinery

Variations

Rolex (Watches): Logo (dark green and gold)
Miracle Gro (Plant Product): Logo and packaging (green, yellow and black)
Holiday Inn: Logo and signage (silver accents on some designs)

Note: See "Yellow and Green" for other examples.

Green and Red



R: 051
G: 153
B: 051
339933

R: 255
G: 000
B: 000
FF0000

Natural Associations

Green is the color of vegetation, lakes, birds, and gemstones.

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Symbolism

Green: growth, hope, nutrition, nature, freshness, renewal, luck, deity (Middle East)

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

Green and Red

Design Analysis

This color harmony is based on a dynamic contrast of colors that are opposite each other on a color wheel (complementary).

Color Communication

Green's associations with nature are combined with red's emotional energy. Associations with national flags and Christmas may also play a role.



Examples

Fuji Film: Logo and packaging
Alitalia Airlines: Logo
Cascade Detergent: Logo and packaging
Quiznos Subs: Logo
Krispy Kreme Donuts: Logo

Variations

7UP (Soft Drink): Logo and packaging (emerald green)
Mountain Dew (Soft Drink): Logo and packaging (two shades of green with red)
Cathay Pacific Airlines: Logo (blue-green and red)
7-11: Logo and signage (with orange accent)

Light Green and White or Silver



R: 153
G: 204
B: 153
99CC99

R: 255
G: 255
B: 255
FFFFFF

Silver:
A gradient
based on
R: 153
G: 153
B: 153
999999

Natural Associations

Light green is the color of vegetation, lakes, and gemstones.
Silver is a precious metal.

Symbolism

Light Green: nature, health, calm, soothing
Silver: classic, valuable, futuristic, technology

Note: White may serve as a neutral color in the design or text.
Black text may also be added.

Light Green and White or Silver

Design Analysis

This simple harmony is based on one color and white. Since white is achromatic, this creates a focus on the color light green. When silver is part of the color scheme, the effect is enhanced by the reflective surface effect of the metallic color.

Color Communication

This color combination creates a soothing and healthy effect. Silver adds associations with "high technology" and high quality.



Examples

Clinique: Logo and packaging (light green and white or silver)

Martha Stewart Everyday (Home Products): Logo and packaging (light green and white)

Mitchum Deodorant: Packaging

YELLOW

Yellow and Black

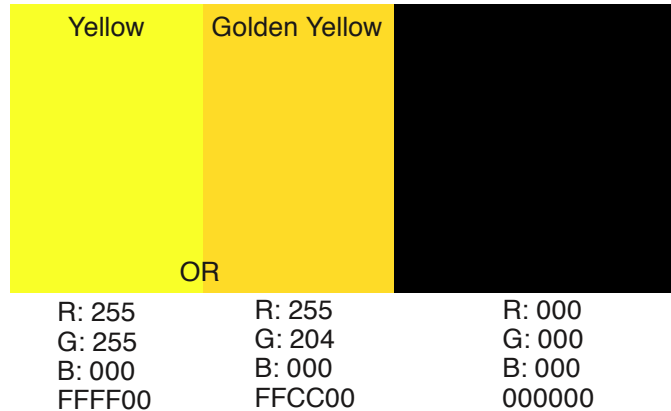
Yellow or Yellow-Orange and Brown

Yellow and Green

Yellow and Red

Light Yellow and Blue

Yellow and Black



Natural Associations

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals. Black is the color of minerals (rocks, charcoal), animals, insects, and the darkness of night.

Symbolism

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth
Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Note: White may be added as a neutral color in the design, as text or as a background color.

Yellow and Black

Design Analysis

This simple harmony is based on one color and black and white. It also includes the highest possible contrast between a light color (yellow) and a dark achromatic color (black). It is the most attention-getting color combination.

Color Communication

The luminous warmth of yellow is combined with stability and strength of black. This color combination creates a very dynamic effect.



Examples

Nikon: Logo (new - 2004)

ABC (Television): Logo

Hertz (Rental Cars): Logo

Best Buy: Logo and signage

Bic (Stationery and Razors): Logo

California Pizza Kitchen: Logo and signage

Century 21 (Real Estate): Logo and signage

Batman: Emblem, logo

DEWALT Tools: Logo

Days Inn: Logo

Adio Surf: Logo

National Geographic Magazine: Logo
and cover design

Yellow or Yellow-Orange and Brown

Yellow	Yellow-Orange	Red-Brown	Brown
OR		OR	
R: 255 G: 204 B: 000 FFCC00	R: 255 G: 153 B: 000 FF9900	R: 102 G: 051 B: 000 663300	R: 102 G: 000 B: 000 660000

Natural Associations

Yellow and yellow-orange are the colors of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.

Brown is the color of earth, trees, roots, nuts, rocks, animals, and insects.

Symbolism

Yellow and Yellow-Orange: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Brown: durability, dependability, security, nature, warmth, friendliness, richness, tastiness

Note: White and black may be added as neutral colors in the design, as text or as a background color.

Yellow or Yellow-Orange and Brown

Design Analysis

This color combination consists of colors that are close together on a color wheel (analogous).

Color Communication

This color scheme combines the luminous happiness of yellow with the dependability and/or tastiness of brown. The warmth of both colors creates a friendly effect. Since these colors are also associated with food items, they may evoke sensations of taste.



Examples

Bayer Aspirin: Logo and packaging (yellow and brown)

Hard Rock Cafe: Logo and merchandise (yellow-orange and reddish brown)

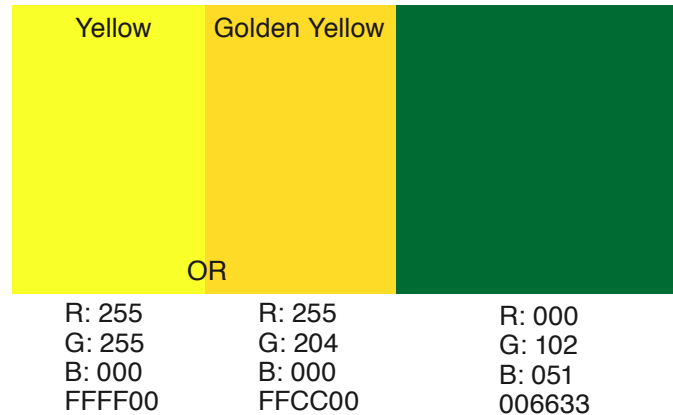
Myer's Rum: Logo and packaging

Variations

Reese's Candy: Logo and packaging (yellow, orange and brown)

Nestle's Cocoa: Packaging (yellow and brown with red and blue accents)

Yellow and Green



Natural Associations

Yellow is the color of the sun, fruits, flowers, vegetables, autumn leaves, animals, and minerals.
Green is the color of vegetation, lakes, birds, and gemstones.

Symbolism

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth
Green: growth, hope, nutrition, nature, freshness, renewal, luck, deity (Middle East)

Note: White may be added as a neutral color in the design, as text or as a background color.

Yellow and Green

Design Analysis

This color combination consists of colors that are close together on a color wheel. It also contains a contrast between a warm color (yellow) and a cool color (green).

Color Communication

This color combination has strong associations with nature. It combines the warmth and friendliness of yellow with the cool freshness of green. Since these colors are also associated with food items, they may evoke sensations of taste.



Examples

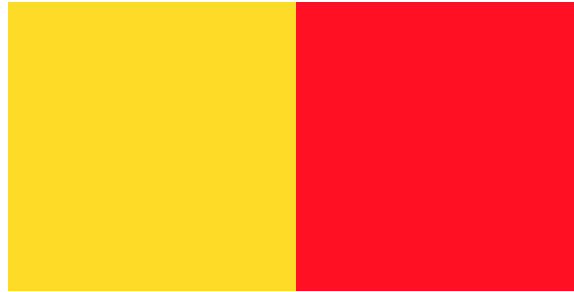
Crayola: Logo and packaging

Subway: Logo and signage

Cialis (Male Erectile Dysfunction Medication): Logo

Note: See "Green and Yellow" for other examples.

Yellow and Red



R: 255
G: 204
B: 000
FFCC00

R: 255
G: 000
B: 000
FF0000

Natural Associations

Yellow is the color of the sun, fruits, flowers, vegetables, autumn, animals, and minerals.

Red is the color of fire, blood, raw meat, birds, flowers, fruits, vegetables, and gemstones.

Symbolism

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth

Red: power, excitement, energy, passion, aggression, strength, dynamism, courage, love, good luck (Asia), joy (Asia)

Note: White may be added as a neutral color in the design, as text or as a background color.

Black text may also be added.

Yellow and Red

Design Analysis

This harmony is based on warm colors. The color combination contains an effective contrast between the lightness of yellow and the darkness of red. Bright warm colors such as red and yellow attract attention.

Color Communication

The warmth and brightness of both colors create excitement and dynamic energy. Large amounts of yellow add happiness and luminosity. Associations with food items may also contribute to the effect.



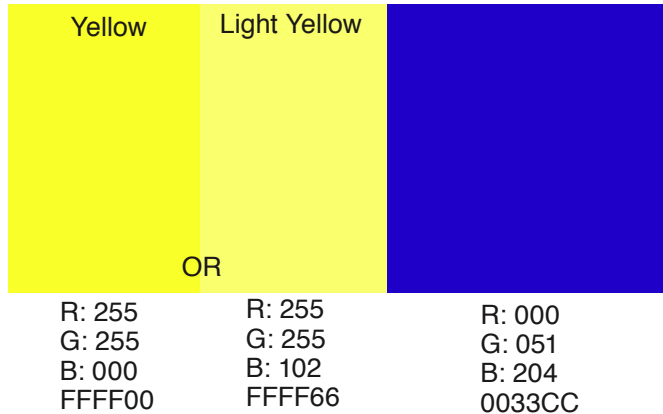
Examples

Kodak: Logo and packaging

Pirelli Tires: Logo

Note: See "Red and Yellow" for other examples.

Yellow or Light Yellow and Blue



Natural Associations

Yellow and light yellow are the colors of fruits, vegetables, animals, and minerals.
Blue is the color of the sky, ocean and lakes, birds, fish, flowers, fruit, and gemstones.

Symbolism

Yellow: optimism, luminosity, happiness, confidence, friendliness, creativity, warmth
Light Yellow: joy, luminosity, mellowness, softness, spirituality, warmth
Blue: power, strength, intelligence, efficiency, loyalty, logic, cleanliness, infinity, serenity

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

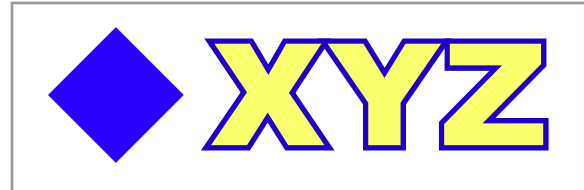
Light Yellow and Blue

Design Analysis

This color harmony is based on the combination of a warm color (yellow) and a cool color (blue). It contains a strong contrast between the darkness of blue and the lightness of yellow.

Color Communication

This color scheme combines the mellowness of light yellow with the intellectual strength of blue.



Examples

Splenda (Sugar Substitute): Logo and packaging (light yellow and blue)

Crystal Light Lemonade: Packaging (yellow and blue)

ORANGE

Orange and White

Orange, White, and Black

Orange and Green

Orange and Fuchsia

Orange and Other Colors

Orange and White



R: 255
G: 102
B: 000
FF6600

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Orange: energy, vitality, cheer, excitement, warmth

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

Orange and White

Design Analysis

This simple harmony is based on one color and white. Since white is achromatic, this color combination creates a focus on the color orange. Also, orange is a vibrant color with high visibility.

Color Communication

Orange creates a very stimulating and cheerful effect.



Examples

Home Depot: Logo and signage

U-Haul (Truck Rental): Logo and truck design

Nick.com: Logo

Orange, White, and Black



R: 255
G: 102
B: 000
FF6600

R: 255
G: 255
B: 255
FFFFFF

R: 000
G: 000
B: 000
000000

Natural Associations

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.

Symbolism

Orange: energy, vitality, cheer, excitement, warmth

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic

Note: White and black may serve as neutral colors in the design or text.

Orange, White, and Black

Design Analysis

This is a simple harmony based on one color and black and white. The vibrancy of orange becomes more noticeable in contrast to the darkness of black. Also, there is a strong contrast between the lightness and darkness of the colors in this combination.

Color Communication

The stimulating and engaging warmth of orange is combined with serious (and magical) qualities of black. Associations with Halloween may also contribute to the effect.



Examples

Harley-Davidson Motorcycles: Logo and products

Mongoose Bicycles: Logo

Variations

Stouffer's (Food Products): Logo (orange, white, and black with yellow accent)

Orange and Green



R: 255
G: 102
B: 000
FF6600

R: 051
G: 153
B: 051
339933

Natural Associations

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

Green is the color of vegetation, lakes, birds, and gemstones.

Symbolism

Orange: energy, vitality, cheer, excitement, warmth

Green: growth, hope, nutrition, nature, freshness, renewal, luck, deity (Middle East)

Note: White may be added as a neutral color in the design, as text or as a background color.

Orange and Green

Design Analysis

This color harmony is based on the combination of a warm color (orange) and a cool color (green).

Color Communication

This color scheme combines the vitality of orange with the natural attributes of green. Since this color combination has strong associations with food items, it evokes sensations of taste.



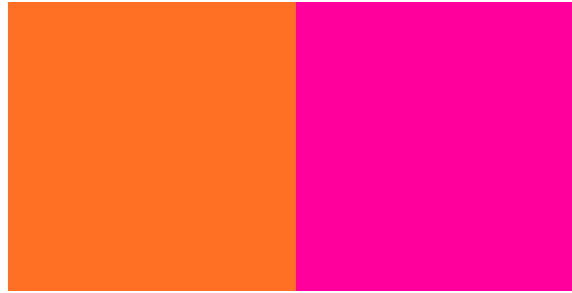
Examples

Gatorade: Logo and packaging

Metamucil (Fiber Supplement): Logo and packaging

Jagermeister Liqueur: Logo and packaging

Orange and Fuchsia



R: 255
G: 102
B: 000
FF6600

R: 255
G: 000
B: 153
FF0099

Natural Associations

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

Fuchsia is the color of flowers.

Symbolism

Orange: energy, vitality, cheer, excitement, warmth

Fuchsia: energy, excitement, vibrancy, happiness, fun, whimsy, exoticism

Note: White may be added as a neutral color in the design, as text or as a background color.

Orange and Fuchsia

Design Analysis

This color harmony is based on two dynamic warm colors.

Color Communication

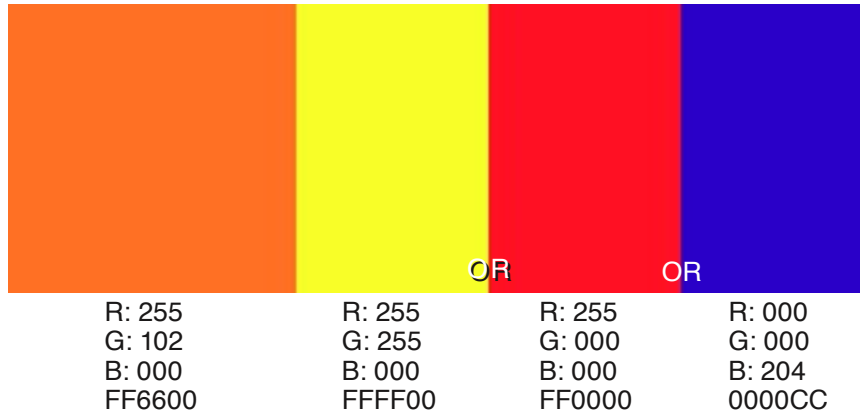
Both colors are energetic and cheerful. Since these colors are also associated with food items, they may evoke sensations of taste.



Example

Dunkin' Donuts: Logo and signage

Orange and Other Colors (Large Quantities of Orange in Packaging)



Note: When orange is used in large quantities for packaging, its symbolism is dominant.

Natural Associations

Orange is the color of fire, sunset, fruits, vegetables, fish, and animals.

Symbolism

Orange: energy, vitality, cheer, excitement, warmth

Note: White may be added as a neutral color in the design, as text or as a background color.
Black text may also be added.

Orange and Other Colors

Design Analysis

This color harmony is based on a dynamic contrast of a warm color (orange, yellow, red) and a cool color (blue).

Color Communication

The energy of orange is the dominant effect. The brightness of all colors in the combination creates a very dynamic effect.



Examples

Arm & Hammer Baking Soda: Red, blue and black logo on orange packaging.

Cheetos: Yellow and black on orange packaging

Wheaties: White and/or blue on orange packaging

Laundry Detergents: Packaging of most brands is a combination of orange and any or all of the following colors: red, yellow, blue

BROWN

Brown and White

Brown and Gold or Silver

Brown and Beige

Brown and White



R: 102
G: 051
B: 000
663300

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Brown is the color of earth, trees, roots, nuts, rocks, animals, and insects.

White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Brown: durability, dependability, security, nature, warmth, friendliness, richness, tastiness

White: purity, clarity, truth, sophistication, cleanliness, hygiene

Note: White may serve as a neutral color in the design or text.

Brown and White

Design Analysis

This is a simple harmony based on one color and white. Since white is achromatic, this color combination creates a focus on the color brown. It also contains an effective contrast between the darkness of brown and the lightness of white.

Color Communication

The natural associations and dependability of brown are dominant. Since brown has strong associations with food items, it may also evoke sensations of taste.



Examples

Cotton Incorporated: Logo

M&M's (Candy): Logo and packaging

Brown and Gold or Silver



R: 102
G: 051
B: 000
663300

Gold:
A gradient
based on
R: 229
G: 204
B: 153
E5CC99

Silver:
A gradient
based on
R: 153
G: 153
B: 153
999999

Natural Associations

Brown is the color of earth, trees, roots, nuts, rocks, animals, and insects.
Gold and silver are precious metals.

Symbolism

Brown: durability, dependability, security, nature, warmth, friendliness, richness, tastiness
Gold: excellence, wealth, prestige, prosperity, nobility, and divinity
Silver: classic, valuable, futuristic, technology

Note: White may be added as a neutral color in the design, as text or as a background color.

Brown and Gold or Silver

Design Analysis

This combination expands on the previous harmony of brown and white. The color combination is enhanced by the reflective surface effect of gold or silver.

Color Communication

Gold or silver adds a sense of value to the dependability or food associations of brown.

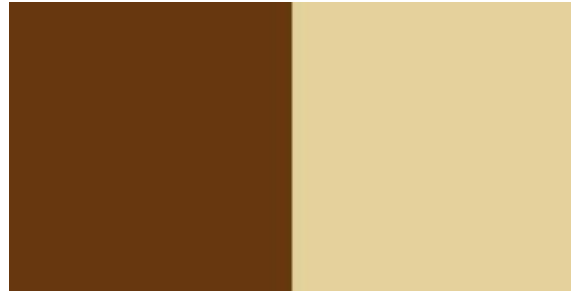


Examples

UPS (Shipping): Logo and truck design (brown and gold)

Hershey's (Chocolate): Logo and packaging (brown and silver)

Brown and Beige



R: 102
G: 051
B: 000
663300

R: 229
G: 204
B: 153
E5CC99
(hybrid)

Natural Associations

Brown is the color of earth, trees, roots, nuts, rocks, animals, and insects.

Beige is color of sand, nuts, bark, rocks, vegetables, animals, and insects

Symbolism

Brown: durability, dependability, security, nature, warmth, friendliness, richness, tastiness

Beige: smoothness, softness, tastiness

Note: White may be added as a neutral color in the design, as text or as a background color.

Brown and Beige

Design Analysis

This simple color harmony (monochromatic) is based on variations of one color (brown). It also contains an effective contrast between the darkness of brown and the lightness of beige.

Color Communication

The dependability and durability of brown is combined with the softness of beige. Since these warm colors are also associated with food items, they may evoke positive sensations of taste.



Examples

Dreyer's Ice Cream: Logo and packaging

Louis Vuitton and Fendi (Leather Goods): Monogram (traditional version) and leather goods

BLACK

Black and White

Black and Gold or Silver

Black and White



R: 000
G: 000
B: 000
000000

R: 255
G: 255
B: 255
FFFFFF

Natural Associations

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.
White is the color of clouds, snow, minerals, flowers, vegetables, animals, and fish.

Symbolism

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic
White: purity, clarity, truth, sophistication, cleanliness, hygiene

Black and White

Design Analysis

This is an achromatic color harmony. The lightness of white and the darkness of black create the highest value contrast possible.

Color Communication

The purity and simplicity of white is combined with the sophisticated strength of black. This color combination may suggest a quality of understated elegance. The general effect is more neutral than true color combinations.



Examples

Lancome (Cosmetics): Logo and packaging

Chanel (Fashion and Cosmetics): Logo and packaging

Cartier: Logo

Acura, Infiniti (Automobiles): Logos

Black and Gold or Silver



R: 000
G: 000
B: 000
000000

Gold:
A gradient
based on
R: 229
G: 204
B: 153
E5CC99

Silver:
A gradient
based on
R: 153
G: 153
B: 153
999999

Natural Associations

Black is the color of minerals (rocks, charcoal) animals, insects, and the darkness of night.
Gold and silver are precious metals.

Symbolism

Black: sophistication, power, strength, trustworthiness, security, high quality, leadership, magic
Gold: excellence, wealth, prestige, prosperity, nobility, and divinity
Silver: classic, valuable, futuristic, technology

Note: White may serve as a neutral color in the design or text.
Black text may also be added.

Black and Gold or Silver

Design Analysis

This is a simple harmony based on one color and a metallic. It contains an effective contrast between the darkness of black and the light reflective surface of gold or silver

Color Communication

Gold or silver adds a sense of luxury or high technology to the sophisticated elegance of black



Examples

Black and Gold

Lamborghini: Logo

Earl Grey Tea: Logo and packaging

Korbel Champagne: Logo and packaging

Benson and Hedges, Marlboro (Cigarettes):
Packaging



Examples

Black and Silver

Bentley, Nissan, Jaguar: Logos

MULTI-COLORS **(Four or more colors)**

About the Symbolism of Multi-Colored Combinations

Red, Yellow, Blue, and Green

Red or Red-Orange, Blue, Golden Yellow, and Yellow-Green

Fuchsia, Orange, Yellow, and Lime Green

Pink-Red , Light Green, Yellow-Orange and Light Purple on Black

Yellow, Orange, Red-Purple, Purple, Blue, and Green

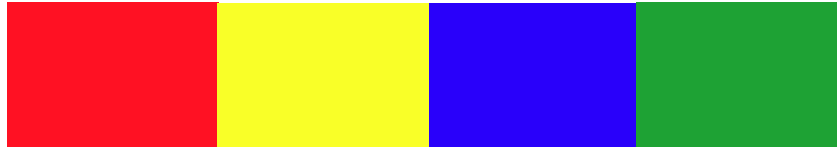
Green, Yellow, Orange, Red, Purple, and Blue

About the Symbolism of Multi-Colored Combinations

The symbolism of vivid multi-colored combinations (consisting of 4 or more colors) is derived from the energetic and dynamic effect of the bright colors as a whole. Therefore, the overall effect takes precedence over the separate symbolism of each color.

The warmth or coolness of the colors may also contribute to the effect. Likewise, food and taste sensations may play a role. For example, three of the four colors in Jamba Juice's logo are warm; all four colors are the colors of fruits and vegetables.

Red, Yellow, Blue, and Green



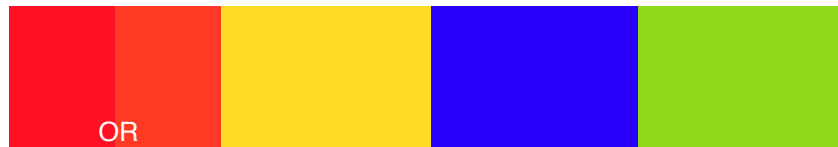
Example

Google: Logo

PlayStation: Logo

The Olympics: Logo (with black details)

Red or Red-Orange, Golden Yellow, Blue, and Yellow-Green



Examples

eBay: Logo (red and the 3 other colors)

Microsoft Office and Windows: Logo (red-orange and the 3 other colors)

Fuchsia, Orange, Yellow, and Lime Green



Example

Jamba Juice: Logo

Note: Interior color scheme incorporates some of these colors.

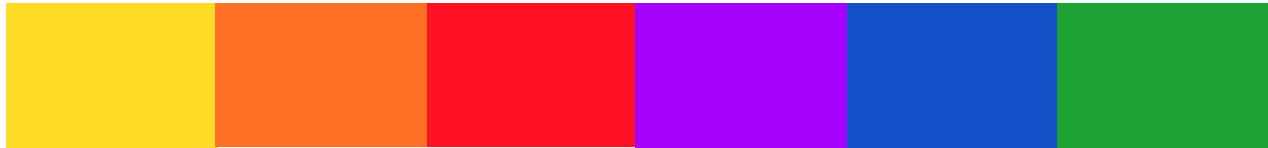
Pink-Red, Light Green, Yellow-Orange and Light Purple on Black



Example

TiVo (Television Recorder): Logo

Yellow, Orange, Red, Purple, Blue, and Green



Example

NBC Television: Logo (sequence of colors from left to right)

Note: Some logo variations contain a purplish-red instead of a pure red.

Green, Yellow, Orange, Red, Purple, and Blue



Example

Apple Computer: Logo (sequence of colors from top to bottom)

Source Information

The symbolic color combinations in this publication are the result of years of research and data gathered from "The Global Color Survey" database at the Color Matters web site - <http://express.colorcom.com/colorsurvey/>

More information about the symbolism of color combinations in global and Western cultures available in the following electronic publications from Color Voodoo and Colorcom Publishing:

"Global Color: Clues and Taboos"
"A Guide to Color Symbolism"
"50 Symbolic Color Schemes"

Bookstores and purchasing information can be found at:

eBook Locator - <http://www.ebooklocator.com>

Color Voodoo - <http://www.colorvoodoo.com>

Colorcom Publishing - <http://www.colorcom.com/colorpub.html>

About the author



Jill Morton is one of the foremost color experts and researchers in the world today. She holds the highest academic credentials – a Masters Degree in Art – and has served as faculty at several universities.

In her primary work as a color consultant, she brings the utmost level of technical and professional knowledge about color to a wide range of projects. Psychological color impact, innovative color combinations, attractive color harmonies, visual ergonomics and marketing trends are the critical factors she addresses in prescribing successful solutions for her global clients. Her portfolio includes projects for Nokia, Dow Chemical and Eastman Kodak as well as many others in almost every industry sector.

Ms. Morton's opinions and research have been quoted and featured in major publications such as Fortune, USA Today, American Demographics, The Chicago Tribune, and House and Garden.

As director of the International Color Research Institute, she manages the demographic data in the Global Color Database, a one-of-a-kind compilation of information about color preferences and associations gathered from over 60,000 people worldwide, since 1997.

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PUBLICATIONS FROM COLORCOM

“A Guide to Color Symbolism”

(Color Voodoo #1)

“Global Color: Clues and Taboos”

(Color Voodoo #2)

“50 Symbolic Color Schemes”

(Color Voodoo #3)

“Color Logic”

(Color Voodoo #4)

“Color Logic for Web Site Design”

(Color Voodoo #5)

“Color Voodoo for the Office”

(Color Voodoo #6)

“Color Voodoo for E-Commerce”

(Color Voodoo #7)

“Color Logic for PowerPoint®”

(Color Voodoo #8)

“Colors that Sell: Tried and Tested Color Schemes”

(Color Voodoo #9)

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