



COLORS



CORPORATE LOGOS

Logos represent a special achievement. They are a compact vehicle to communicate complex messages. Logos embody specific qualities that connect with and linger in the minds of the intended audiences. They employ appropriate and supportive typography, and are imbued with a color sense that resonates with viewers. Colors make a great impact on product selling, marketing and advertising in physical as well as virtual world. In logo design, color selection presents a challenge. In fact altering the color choices changes what the overall composition communicates. When the colors change, the message changes, too. Color offers an instantaneous method for conveying meaning and message in logo design. It's probably the most powerful non-verbal form of communication we can use. Our minds are programmed to respond to color. The subliminal messages we get from color shape our thoughts.

Color is a very important part of our daily lives. It is the most beautiful yet the most under-appreciated aspect of the physical realm. We are surrounded by colors, but how often do we notice the numerous subtleties in the myriad shades. This article presents the meanings generally associated with some of the common colors. However it must be remembered of course, that color is highly subjective. A color that is individually pleasing to one person may elicit only a neutral response in another person. We are - each and every one of us - a unique individual and colors may hold different meanings for us than for others, just as a piece of music inspires different feelings in different people.

A sampling of the broadly accepted understanding of colors has been listed below. The analysis attempts an understanding of the theoretical relationships among colors, and an appreciation for the power of color to elicit specific mood.

RED

Red is an extreme and emotionally intense color. It evokes aggressiveness, passion, strength and vitality. It also grabs attention of the viewers because of which, it is widely seen in many different logos.

Red is associated with excitement, energy, passion, desire, speed, strength, power, heat, love, aggression, danger, fire, blood, war, violence, aggression, all things intense and passionate.

YELLOW

While it is considered as an optimistic color, yellow is the most difficult color for the eye to take in. On the other hand, yellow color symbolizes positivity and buoyancy. But its use in logos should be minimal and in conjunction with red or green as it can be overpowering if overused.

Yellow is associated with Joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard.

BLUE

Blue is the overwhelming "favorite color." Blue is seen as trustworthy, dependable, and committed. Blue evokes authority, dignity, security and faithfulness. It is one of the most popular colors among logos and can be seen extensively in

INDIAN LOGOS



WORLD WIDE LOGOS



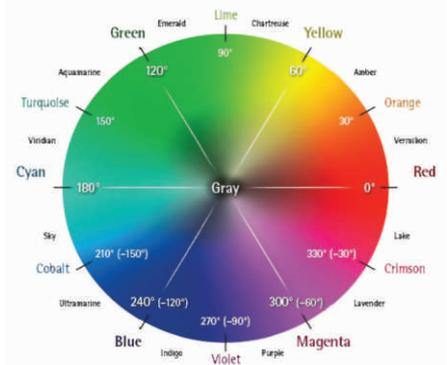


Meaning and Significance

education logos, government and medical logos. The color of ocean and sky, blue is perceived as a constant in our lives. As the collective color of the spirit, it invokes rest and can cause the body to produce chemicals that are calming. However, not all blues are serene and sedate. Indigo, a deeper blue, symbolizes a mystical borderland of wisdom, self-mastery, and spiritual realization. While blue is the color of communication with others, indigo turns the blue inward to increase personal thought, profound insights, and instant understandings.

Blue is associated with Peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, depression, appetite suppressant.

ORANGE
Orange represents energy, enthusiasm, flamboyance



The Colour Wheel

and demand of attention. This particular vivid color is common among the logos that offer sense of openness and friendliness to their viewers. Its attractive, bright and cheery nature captures the attention of the spectators and gives the logo a contemporary look.

Orange is associated with Energy, balance, warmth, enthusiasm, vibrant, expansive, flamboyant, demanding of attention.

GREEN
Green is a calming, refreshing and conservative color. It signifies tranquility, nature, health, and freshness. It is widely used in healthcare, construction, real estate and golf logos due to its relevance with the mentioned businesses.

Green is associated with Nature, environment, healthy, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune. ■

(This article is based on research made from published and unpublished sources, as well as from the internet.)

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