



# The Color Black

## CORPORATE LOGOS

At the end of every year, Corporate Logos features an article on the power of colors. This year, we feature the Color Black.

Of all the colors, Black is the most misunderstood color. Black represents authority, power, mystery, boldness, elegance and sophistication. Black is commonly used to target the youth and the wealthy high-end audience. It creates mystery while representing power, authority and elegance in the logo.

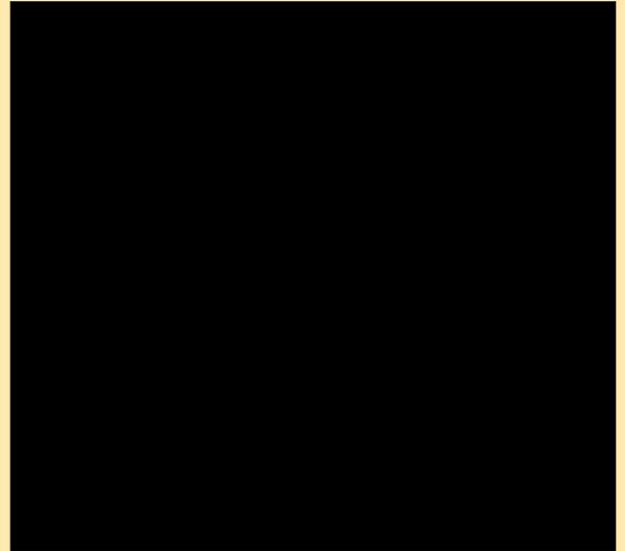
A black-tie dinner is very formal and elegant. Women wear that "must have little black dress" to the black-tie dinner. Yet, bad guys wear black hats. Black symbolizes death in some cultures. Native Americans thought black was good because it was the color of soil, which gives life. Saturday's color is black.

Yet, Black is not a color, strictly speaking. It is the absence of all color. It is the total absence of light. When people speak of opposites, it is

usually in terms of black and white. Black, and its opposite white, represent polarities. Black absorbs all aspects of light. While white reveals, black conceals. It has come to mean a hidden, fearful or bad experience. It is linked to the unknown or the unseen.

In times of fear and uncertainty, black contains the energy of the threatening unknown. In a positive state, black is seen as restful emptiness out of which anything may emerge and disappear into once again. It is also mysterious, providing a sense of potential and possibility.

In clothing, black is visually slimming. Black, like other dark colors, can make a room appear to shrink in size and even a well-lit room looks dark with a lot of black. Black can make other colors appear brighter. Use of the color black conveys elegance, sophistication,



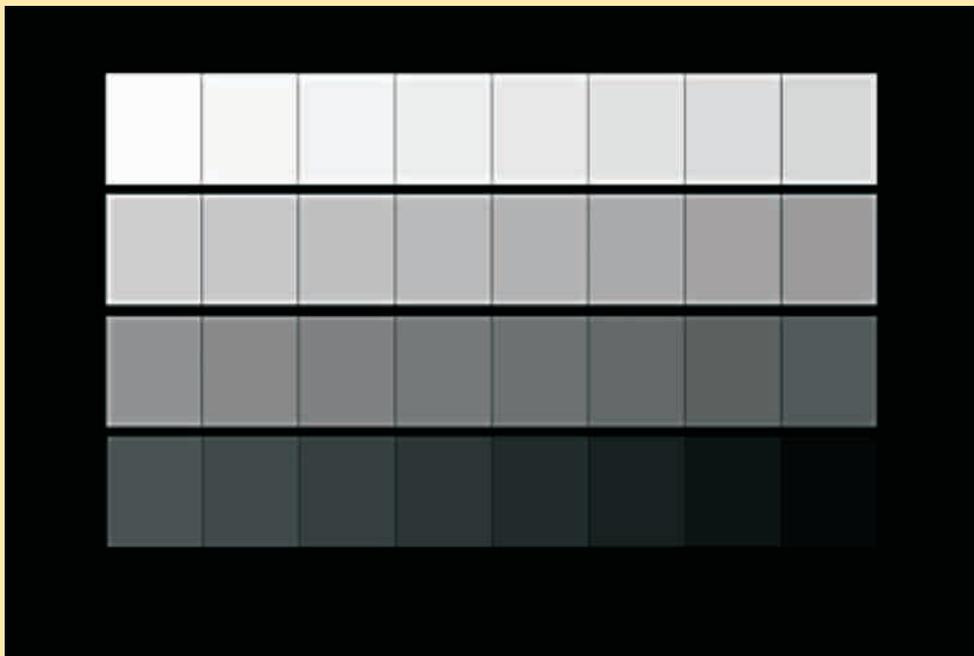
Black

and in some cases even a touch of mystery.

Studies have shown that a message printed in black letters on white has more authority with readers than any other color of printing.

Black is the color most commonly associated

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Shades of Black

**The designer Karl Lagerfeld, explaining why black was so popular, said, "Black is the color that goes with everything. If you're wearing black, you're on sure ground."**



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with elegance in Europe and the United States, followed by silver, gold, and white. Black first became a fashionable color for men in Europe in the 17th century, in the courts of Italy and Spain. In the 19th century, it was the fashion for men both in business and for evening wear, in the form of a black coat whose tails ended below the knees. In the evening, it was the custom of men to leave the women after dinner to go to a special smoking room to enjoy cigars or cigarettes. This meant that their tailcoats eventually smelled of tobacco.

According to legend, in 1865, Edward VII, then the Prince of Wales, had his tailor make a special short smoking jacket. The smoking

jacket then evolved into the dinner jacket. Again according to legend, the first Americans to wear the jacket were members of the Tuxedo Club in New York State. Thereafter, the jacket became known as a tuxedo in the U.S. The tuxedo was always black until the 1930s, when the Duke of Windsor began to wear a tuxedo that was a very dark midnight

blue. He did so because a black tuxedo looked greenish in artificial light, while a dark blue tuxedo looked blacker than black itself.

In women's fashion, the defining moment was the invention of the simple black dress by

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**RaoSpeak**

The color Black is the color of Shani (Saturn). It is also the color of Saturday.

Black is an inauspicious color.

However Black is a good color to use for logos related to addiction oriented products like liquor products. It is also good for industries that have a slow and long term engagement with the customer. Example the Insurance industry. It is also a good color to use in industries related to coal and steel.

**Adidas****Adidas**

The Adidas logo represents elegance and durability and is the mark of the leading sports gear in the world.

The 3-stripped Adidas logo was created by Adi Dassler, founder of Adidas. The logo was first used in 1967. Beginning with the production of training and sports foot wear, Adidas later expanded its production operations into leisure and apparel sector with the logo of Adidas appearing on each product.



The 3 stripes on the Adidas logo represents a mountain, pointing towards the challenges that are seen ahead and goals that can be achieved. The colour black contrasts against the white, making the logo stand out.

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**Uses of the word Black**

- Black comedy: creating comedy out of a tragic event or situation
- Black belt: the highest awarded belt in martial arts
- Blackball: voting against someone in a secret manner to prevent them from becoming a member of a club
- Blackmail: to demand payment or action by means of a threat
- Black sheep: a bad character in an otherwise respectable group
- Black day: a bad day; often used before the name of a particular day to symbolize a tragic event, such as black Tuesday or black Friday.



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## Coco Chanel



The Little Black Dress



Black Tie Dinners

### Coco Chanel

"Women think of all colors except the absence of color. I have said that black has it all. White too. Their beauty is absolute. It is the perfect harmony."

Gabrielle "Coco" Bonheur Chanel (August 19, 1883 – January 10, 1971) was a French fashion designer and founder of the Chanel brand. She was the only fashion designer to appear on Time Magazine's list of the 100 most influential people of the 20th century. A prolific fashion creator, Chanel's influence extended beyond couture clothing. Her design aesthetic was realized in jewelry, handbags, and fragrance. Her signature scent, Chanel No. 5 became an iconic product, one irrevocably identified with The House of Chanel.

It was Coco Chanel who made black fashionable with her "little black dress". All the famous innovations in fashion and design cannot

outshine the fame of the single Chanel Little Black Dress. Coco Chanel introduced it in a time between the wars, when bright colors, prints and heavy embroideries dominated the fashion.



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"I don't care what you think about me.  
I don't think about you at all."



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Coco Chanel in 1926. Thereafter, a long black gown was used for formal occasions, while the simple black dress could be used for everything else. Designer Karl Lagerfeld, explaining why black was so popular, said, "Black is the color that goes with everything. If you're wearing black, you're on sure ground." ■

## Black Logos
