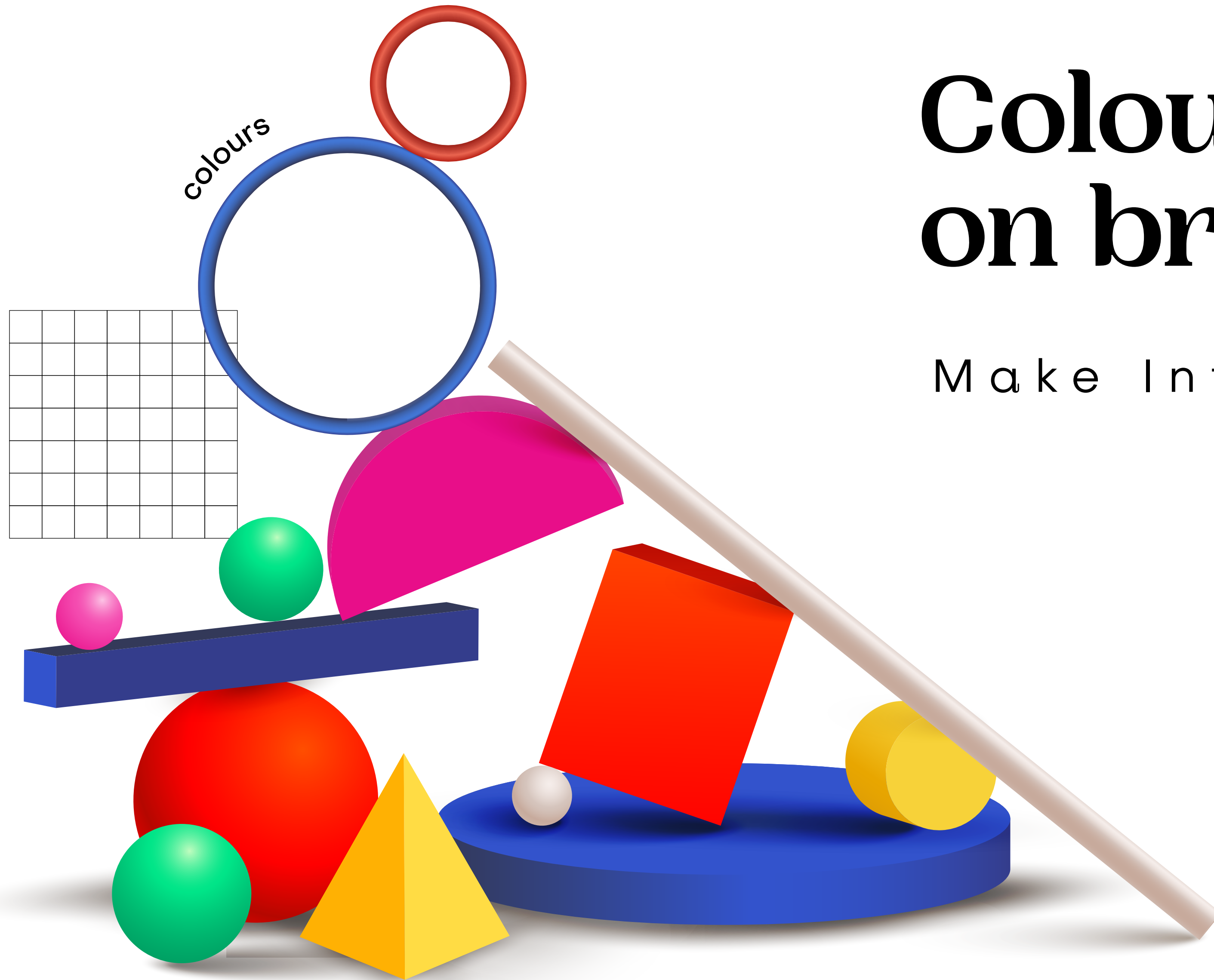
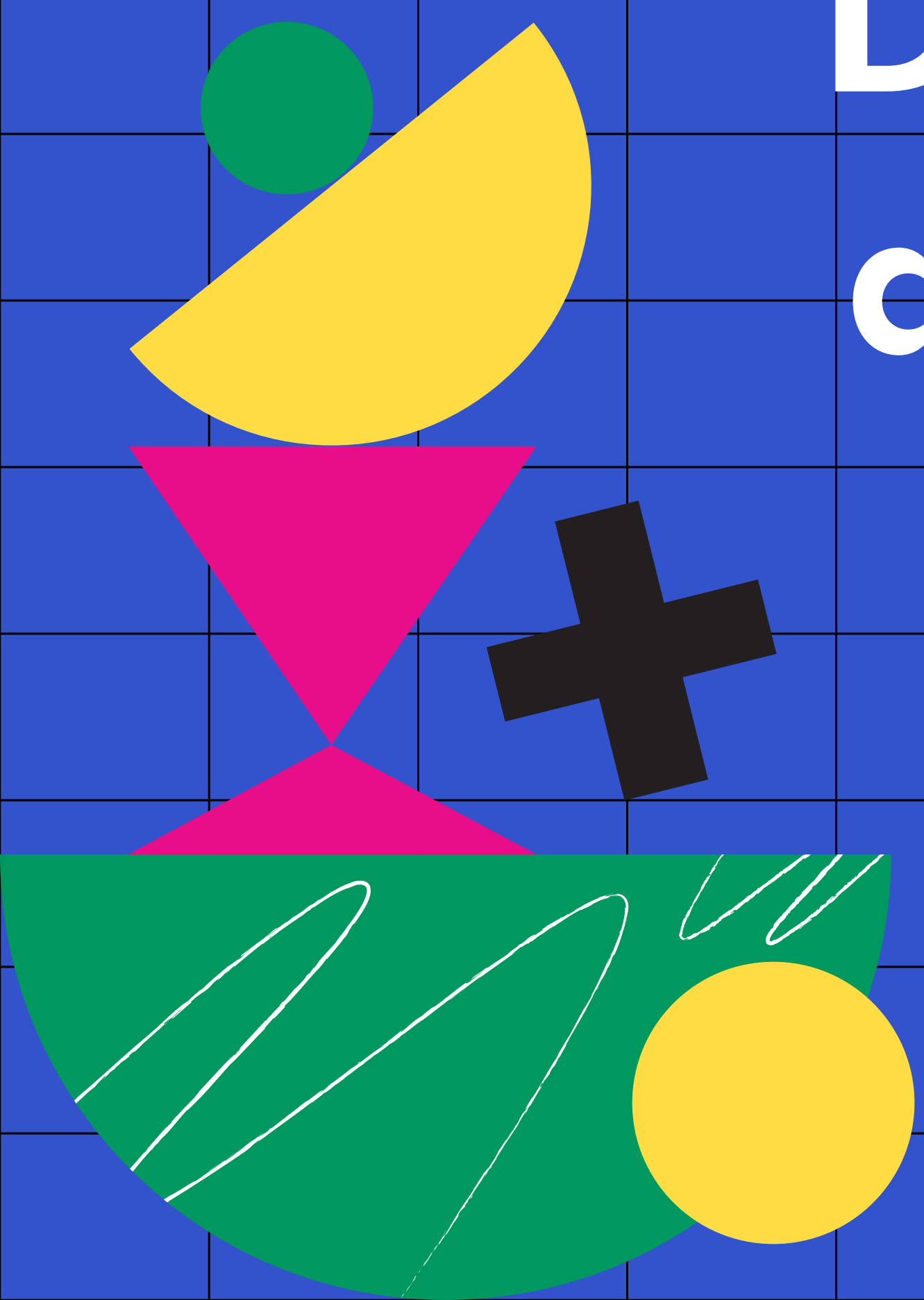


Colour influence on branding.

Make Informed Decisions.



B&F

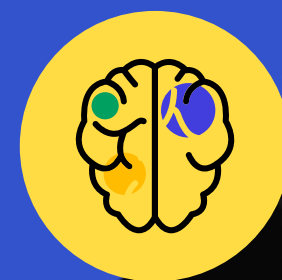
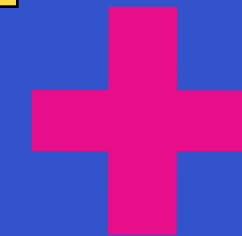
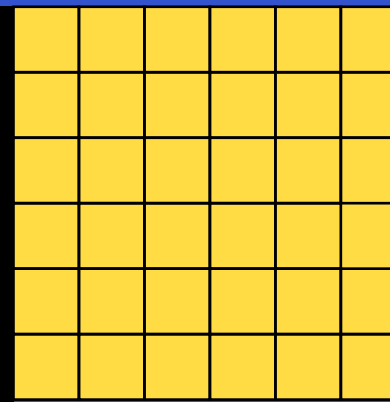


Do colours have such
a profound impact on
our brain?



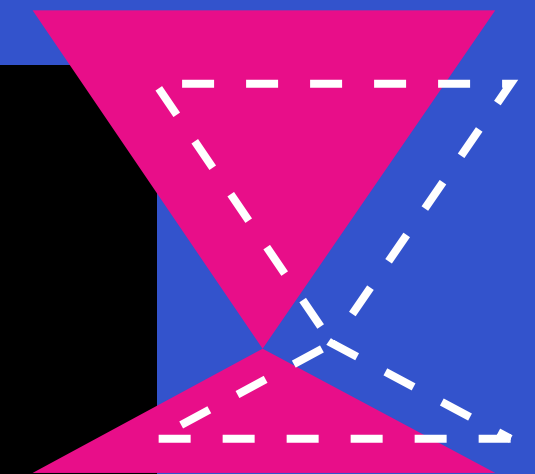
Pablo Picasso
Spanish painter (1881-1973)

“Colours,
like features,
follow the
changes of
the emotions.”

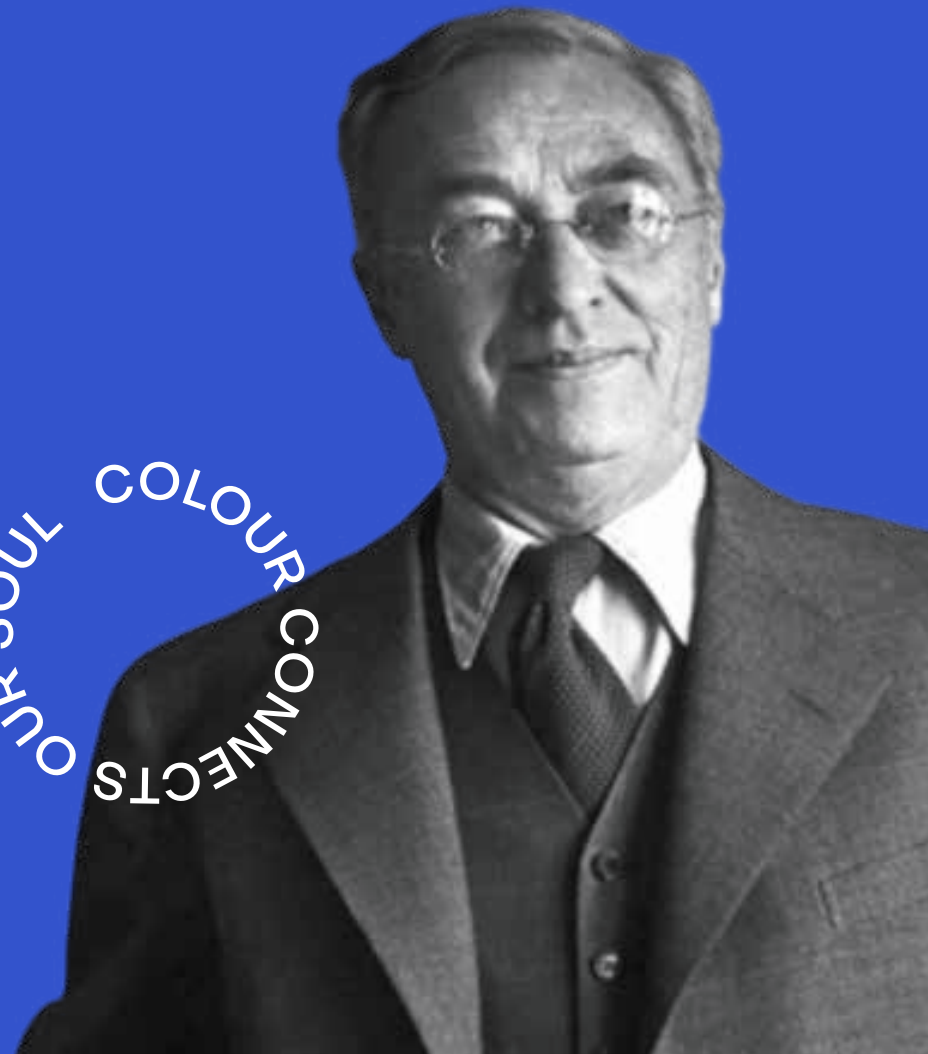


Carl Gustav Jung
Swiss psychiatrist (1875-1961)

“Colours
express the
main psychic
functions
of man.”

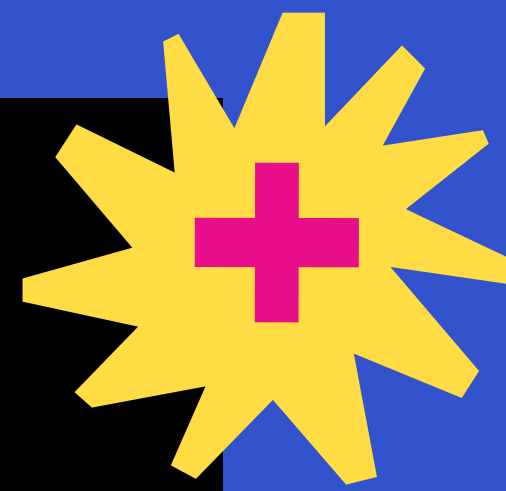


OUR SOUL COLOUR CONNECTS

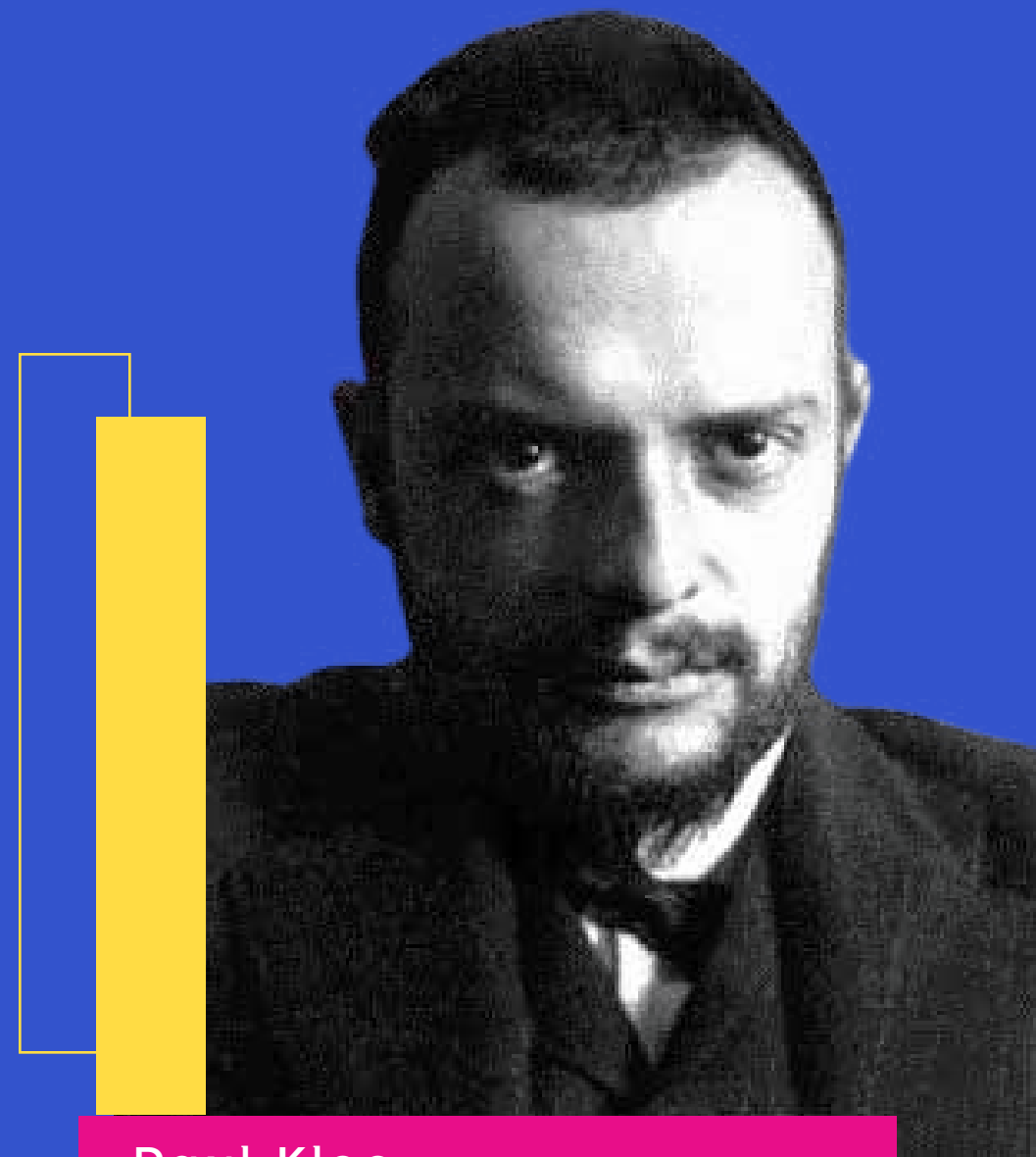


Wassily Kandinsky
Painter & art theorist (1866-1944)

“Colour is
a power
which directly
influences
the soul.”



-colours-

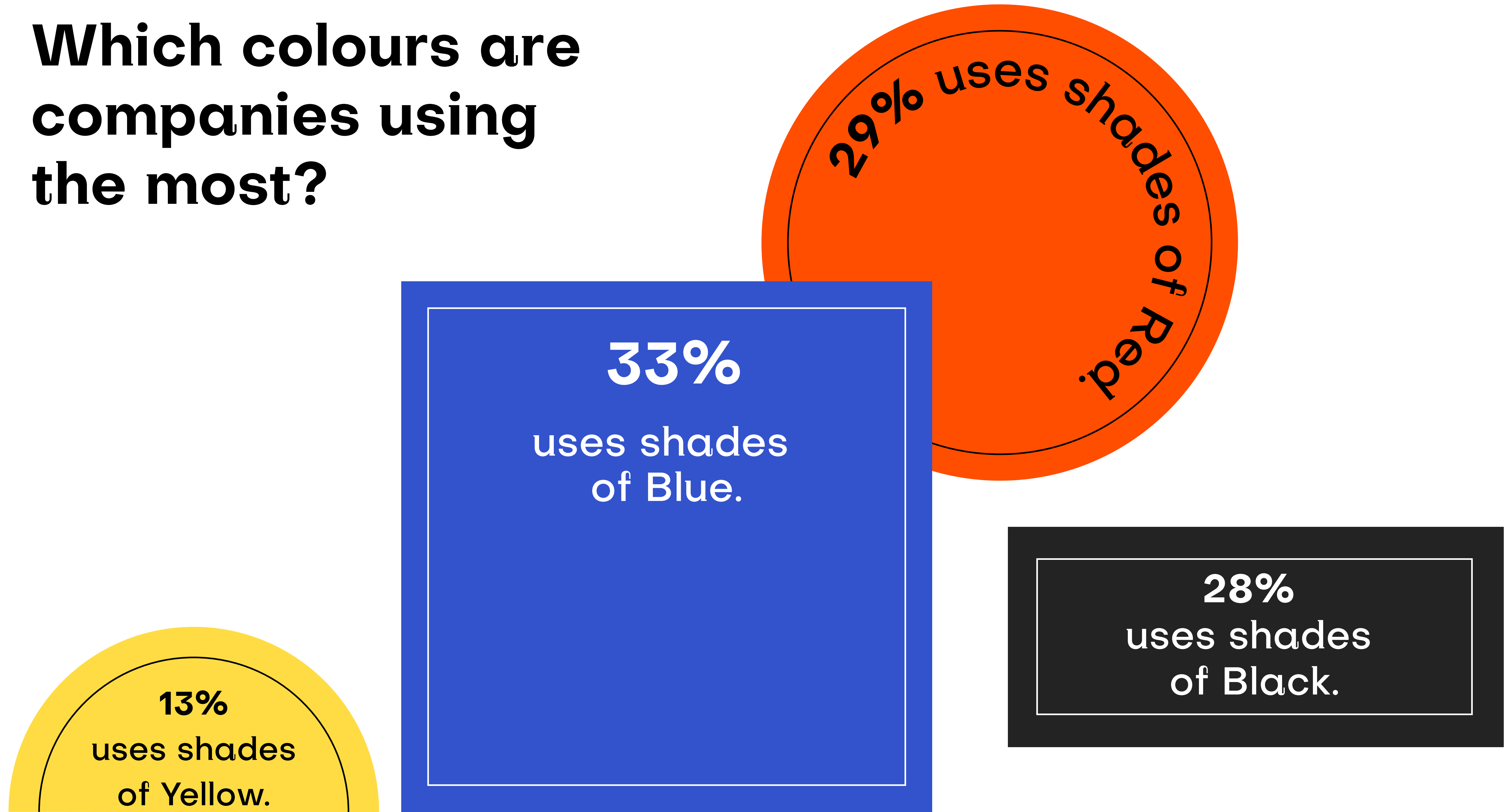


Paul Klee
Swiss artist (1879-1940)

“Colour is
the place
where
our brain and
the universe
meet.”



Which colours are companies using the most?



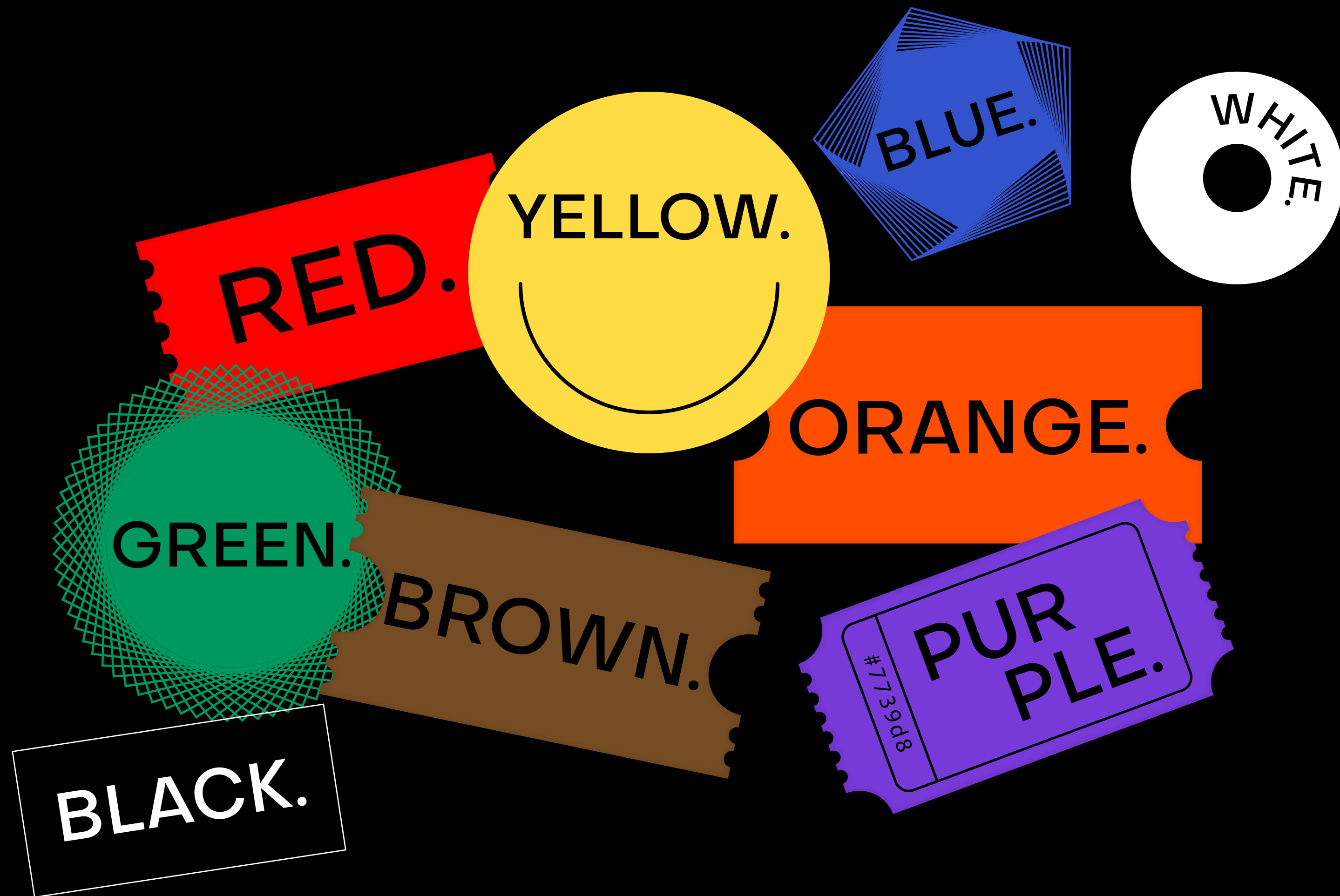
29% uses shades of Red.

33%
uses shades
of Blue.

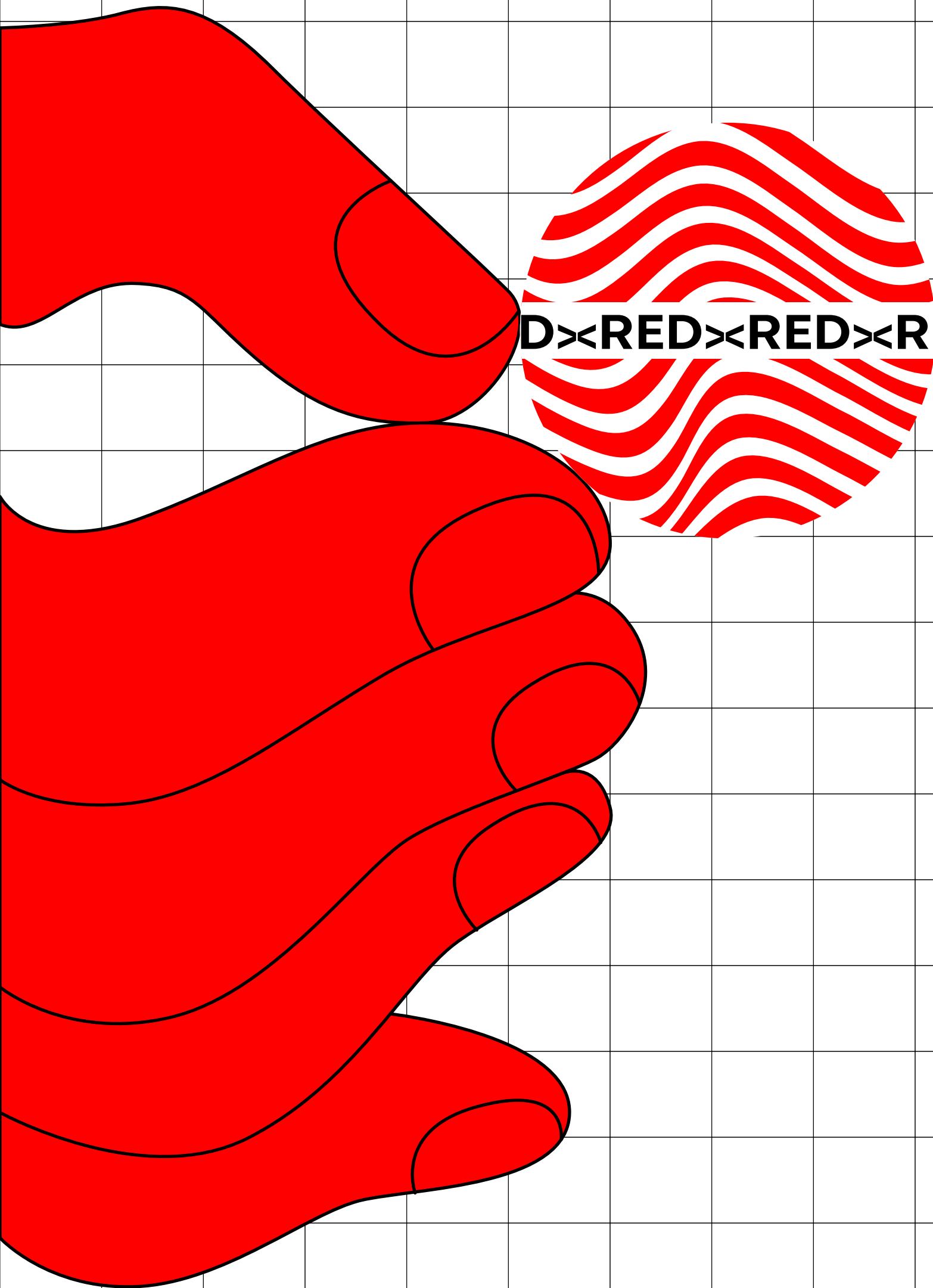
28%
uses shades
of Black.

13%
uses shades
of Yellow.

Meet the contenders



◀ The Warm Colours ▶



Industry~

- Entertainment
- Sports
- Food

Emotions~

- Excitement
- Energy
- Passion
- Courage

Marketing Usages~

- Used to stimulate appetite in the food industry.
- Used for impulse shoppers
-creates urgency.
- High visibility- used to draw attention to critical elements.

Popular Logos~



◀ The Warm Colours ▶



Industry~

- Food
- Children's Products
- Entertainment

Emotions~

- Enthusiasm
- Fascination
- Happiness
- Strength

Marketing Usages~

- Used to communicate fun & playfulness.
- Used to stimulate mental-activity.
- Bright shades are more aggressive and create a call to action.
- Lighter shades can appeal to an upscale market.

Popular Logos~



◀ The Warm Colours ▶

Industry~

- Leisure
- Children's Products
- Entertainment

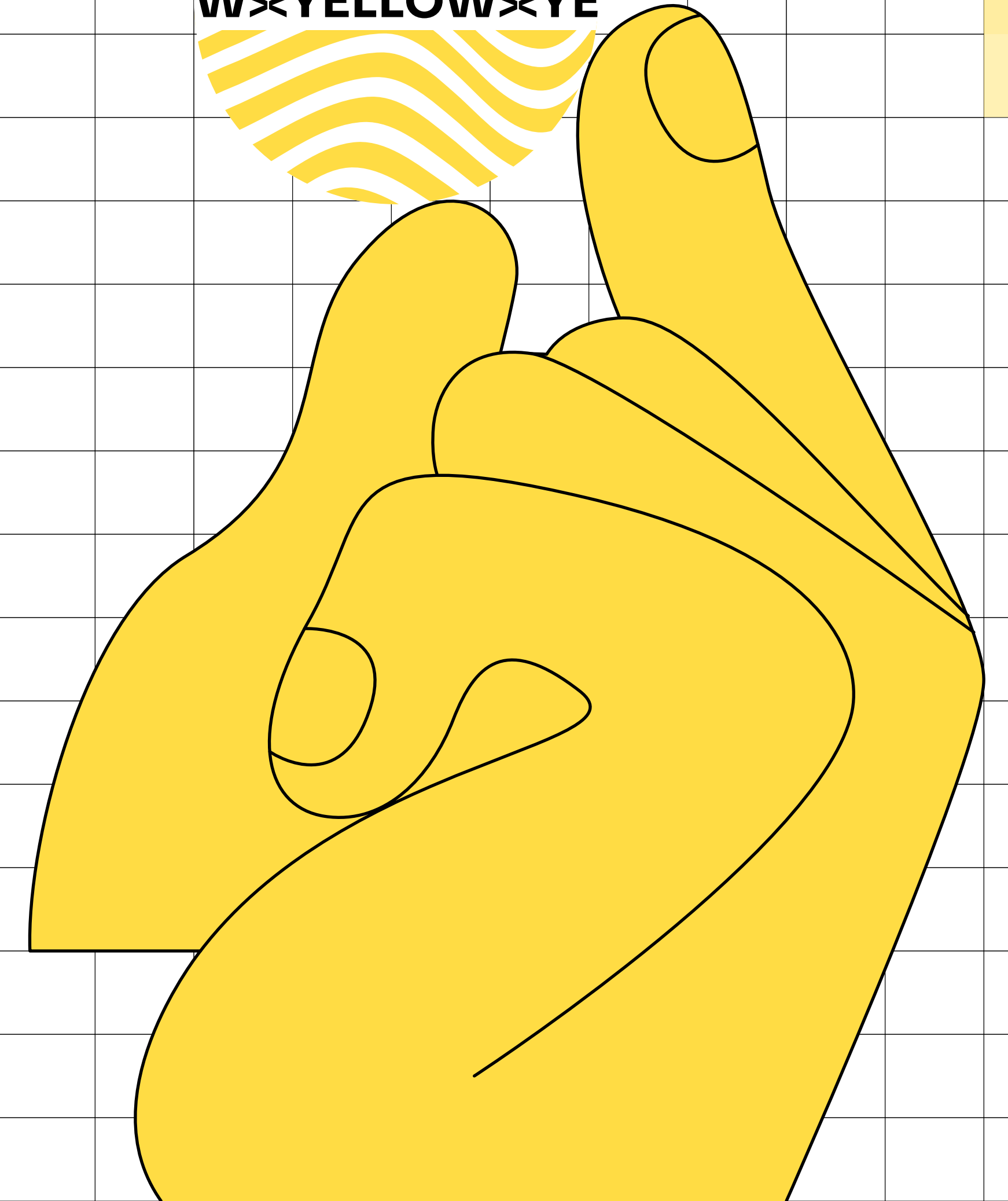
Emotions~

- Cheerfulness
- Intellect
- Energy
- Spontaneity

Marketing Usages~

- Used to communicate optimism & positivity.
- Used to stimulate creative thought & energy.
- Bright shades used to grab the attention of consumers.
- Used to signify fun & happiness.

Popular Logos~



The Warm Colours

Industry~

- Agriculture
- Environment
- Food

Emotions~

- Natural
- Simple
- Earthy
- Durable

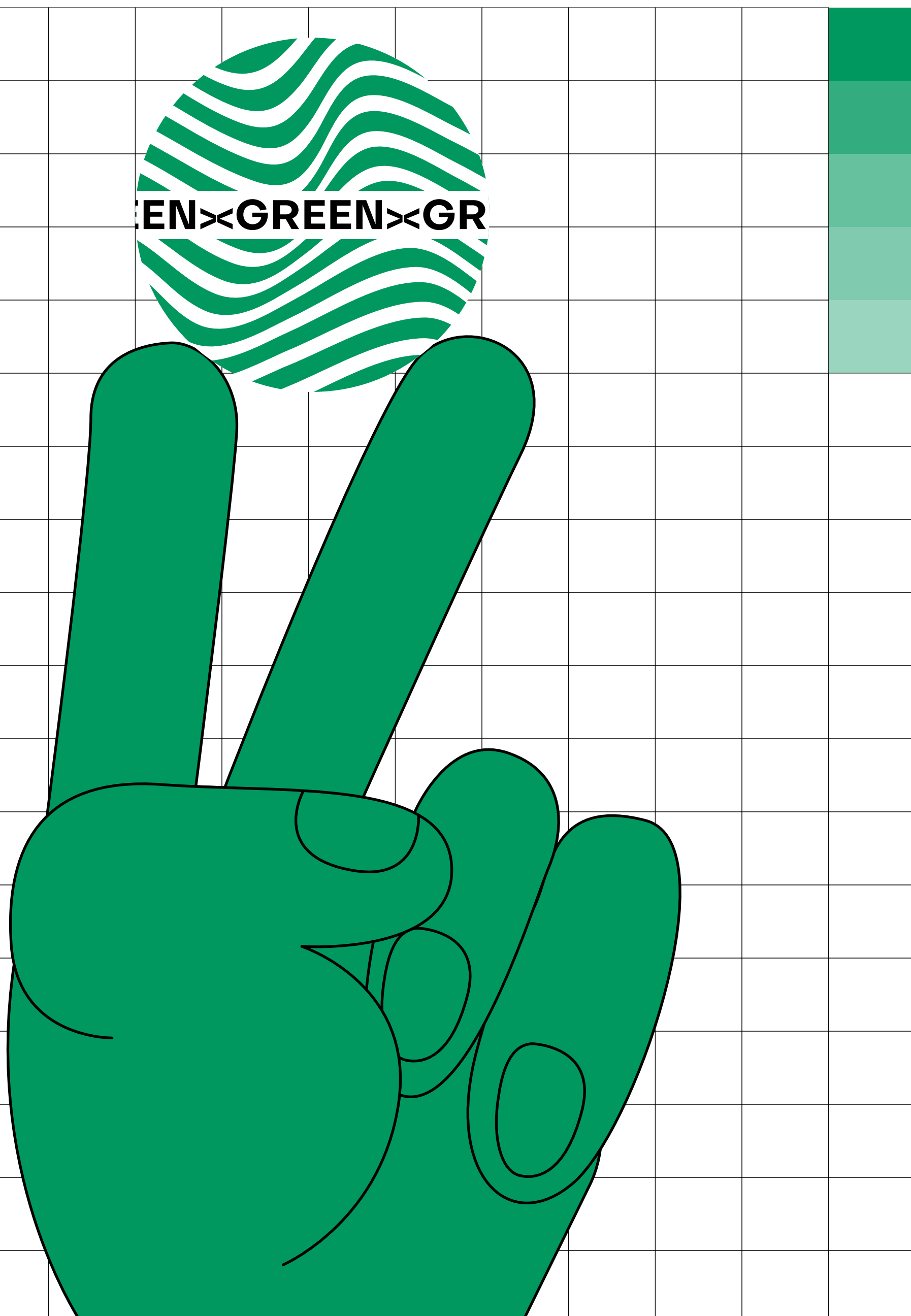
Marketing Usages~

- Used to show wholesomeness and dependability.
- Used in place of black to add warmth to a color scheme.
- Can be combined with green to promote earth-friendly ideals.

Popular Logos~



The Cool Colours



Industry~

- Environmental
- Wellness
- Education

Emotions~

- Health
- Freshness
- Serenity
- Wealth

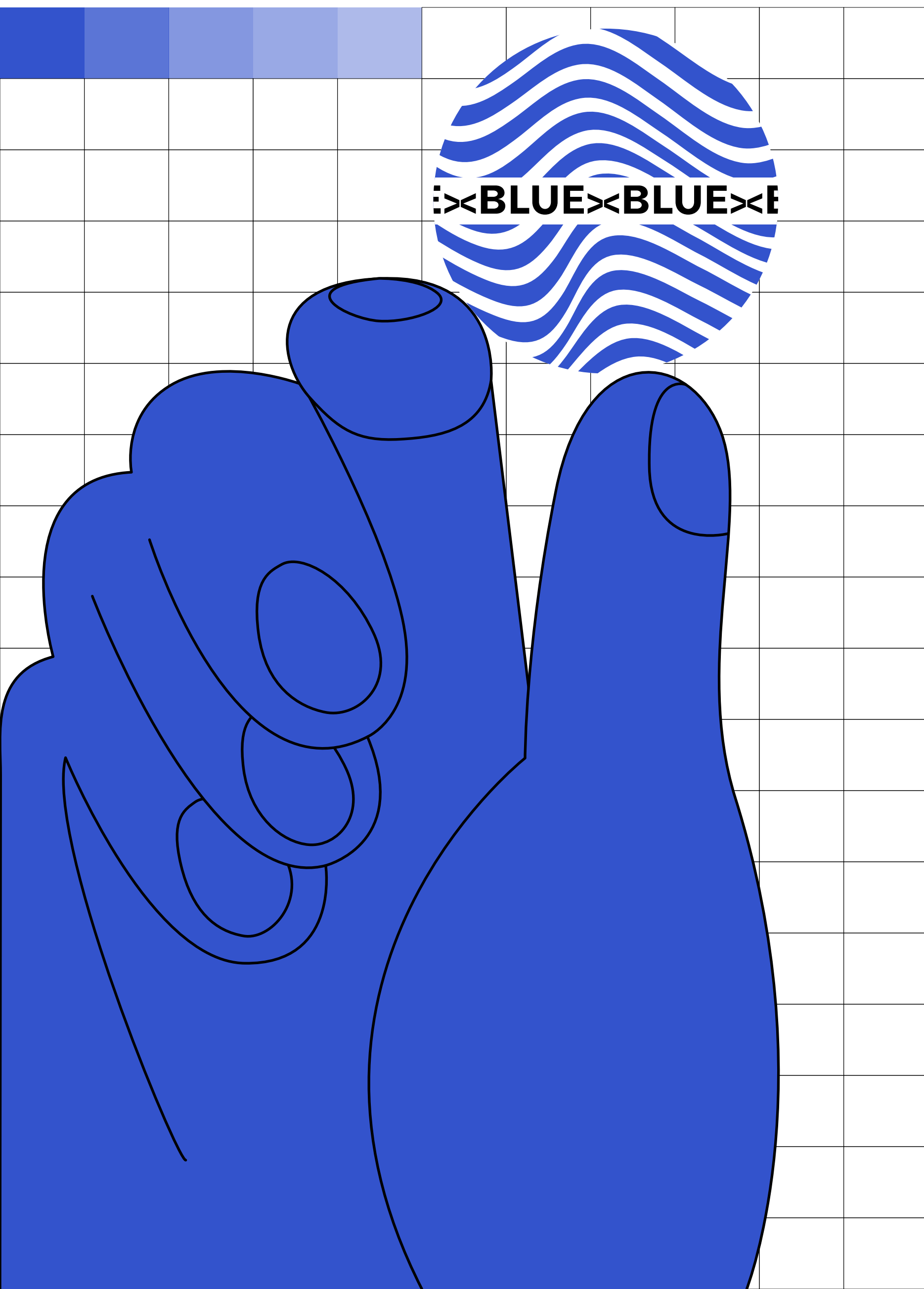
Marketing Usages~

- The easiest color for the eyes to process.
- Used to create relaxing environments in stores.
- Used to communicate eco-consciousness.

Popular Logos~



The Cool Colours



Industry~

- Finance
- Technology
- Health care

Emotions~

- Trustworthy
- Dependable
- Secure
- Responsible

Marketing Usages~

- The most popular choice for a brand color.
- Precision in high-tech products.
- Linked to consciousness and intellect; a calming color.
- Darker shades communicate a message of stability & inspire trust.

Popular Logos~



The Cool Colours

Industry~

- Specialty
- Health care
- Finance

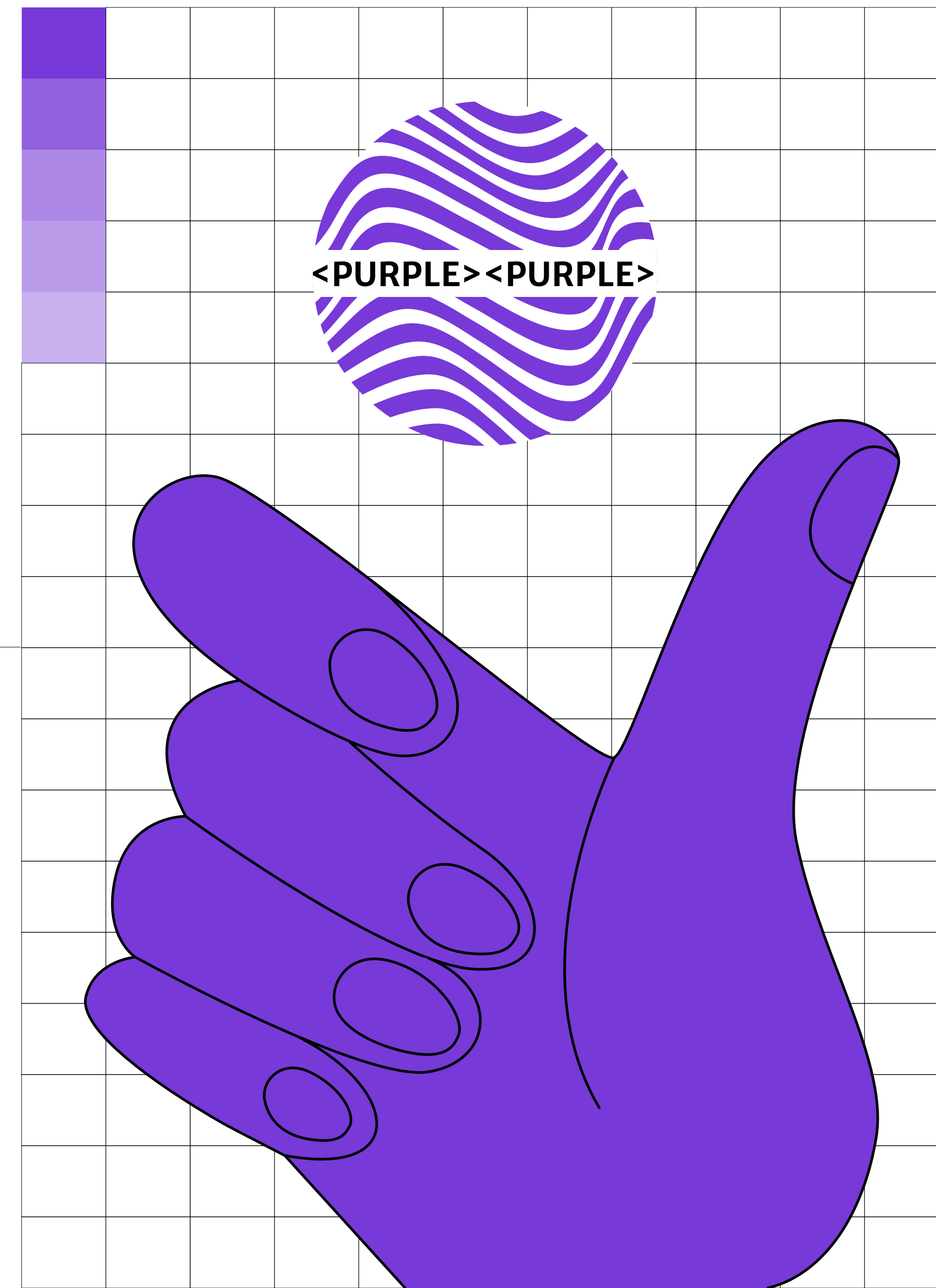
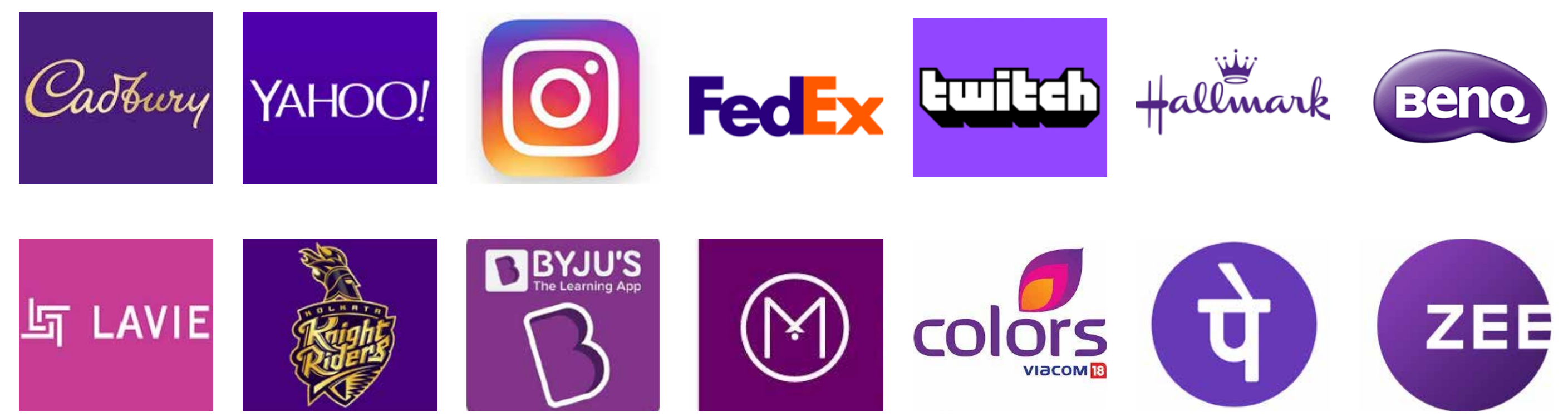
Emotions~

- Nobility
- Mystery
- Wisdom
- Spirituality

Marketing Usages~

- It is perceived differently depending on age/gender.
- Liked by creative types.
- Balances red's stimulation and blue's calm.
- Purple can take the characteristics of these undertones.

Popular Logos~



The Cool Colours

Industry~

- Designer Brands
- Luxury
- Cars Technology

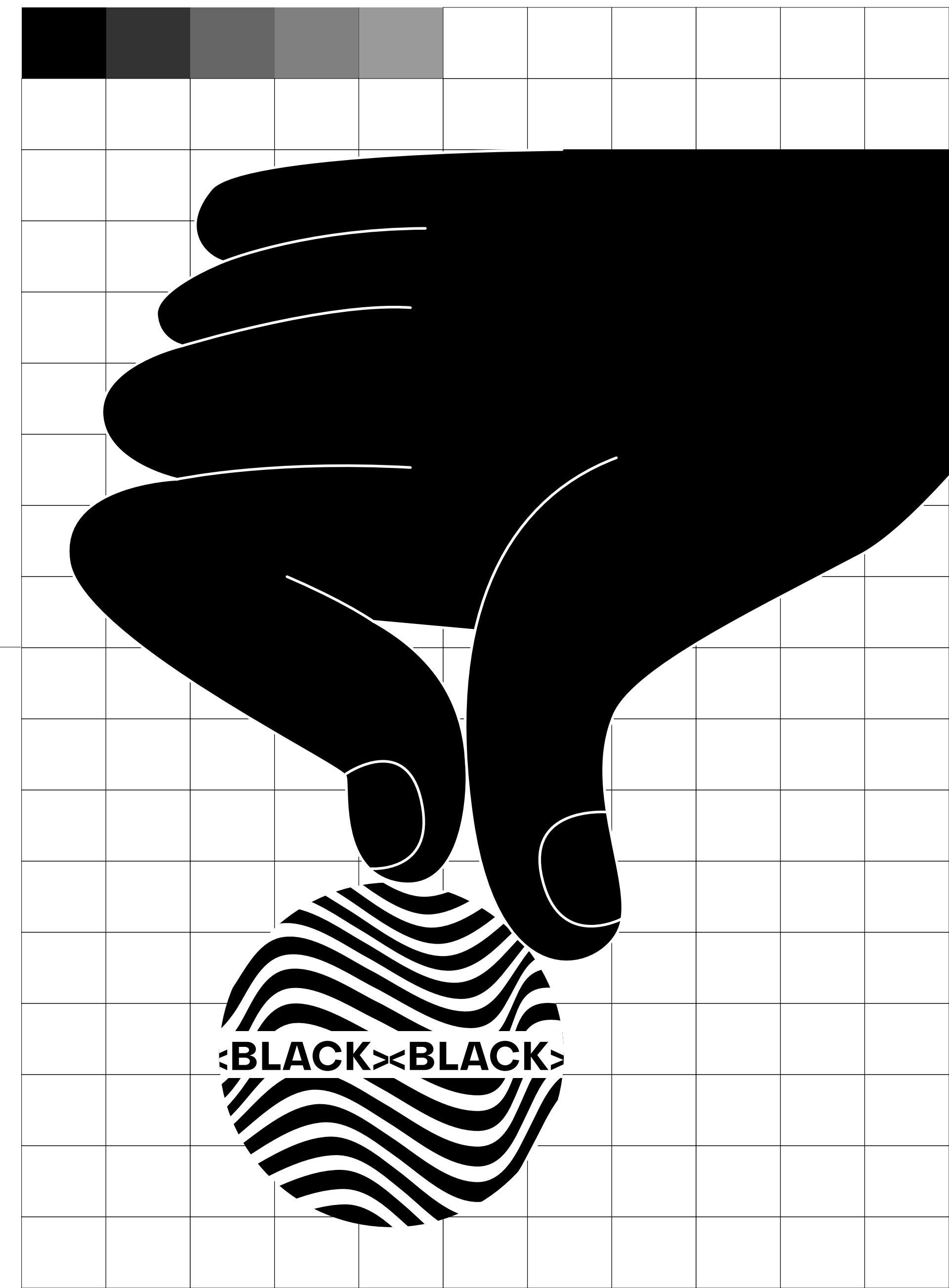
Emotions~

- Glamour
- Exclusivity
- Sophistication
- Power

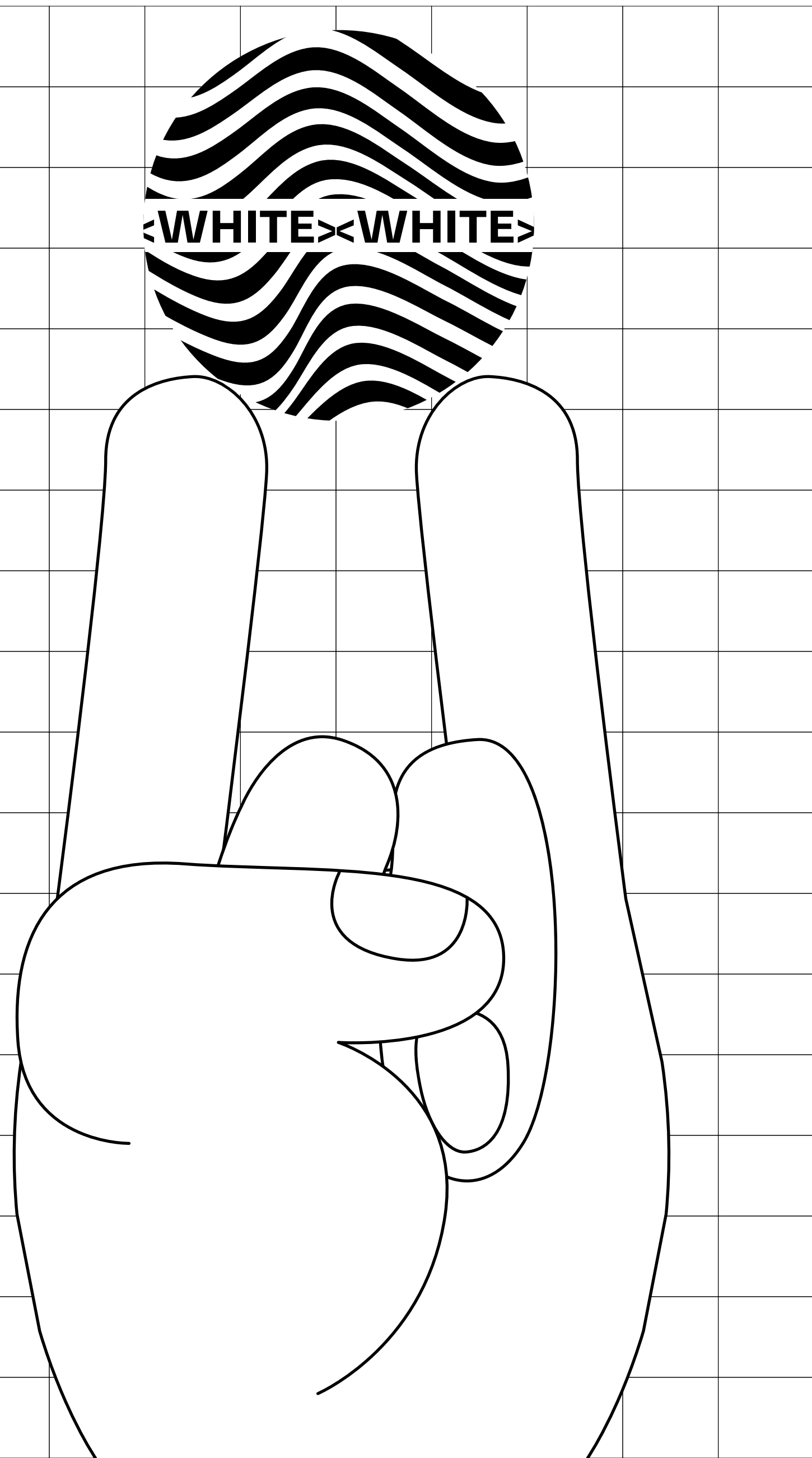
Marketing Usages~

- Used to show a brand's authority in the marketplace.
- Used to show sophistication & timelessness.
- Used with a brighter color it can add formality & depth.
- Paired with other power colors it becomes more aggressive.

Popular Logos~



The Cool Colours



Industry~

- Health care
- Luxury
- Universal

Emotions~

- Purity
- Cleanliness
- Simplicity
- Perfection

Marketing Usages~

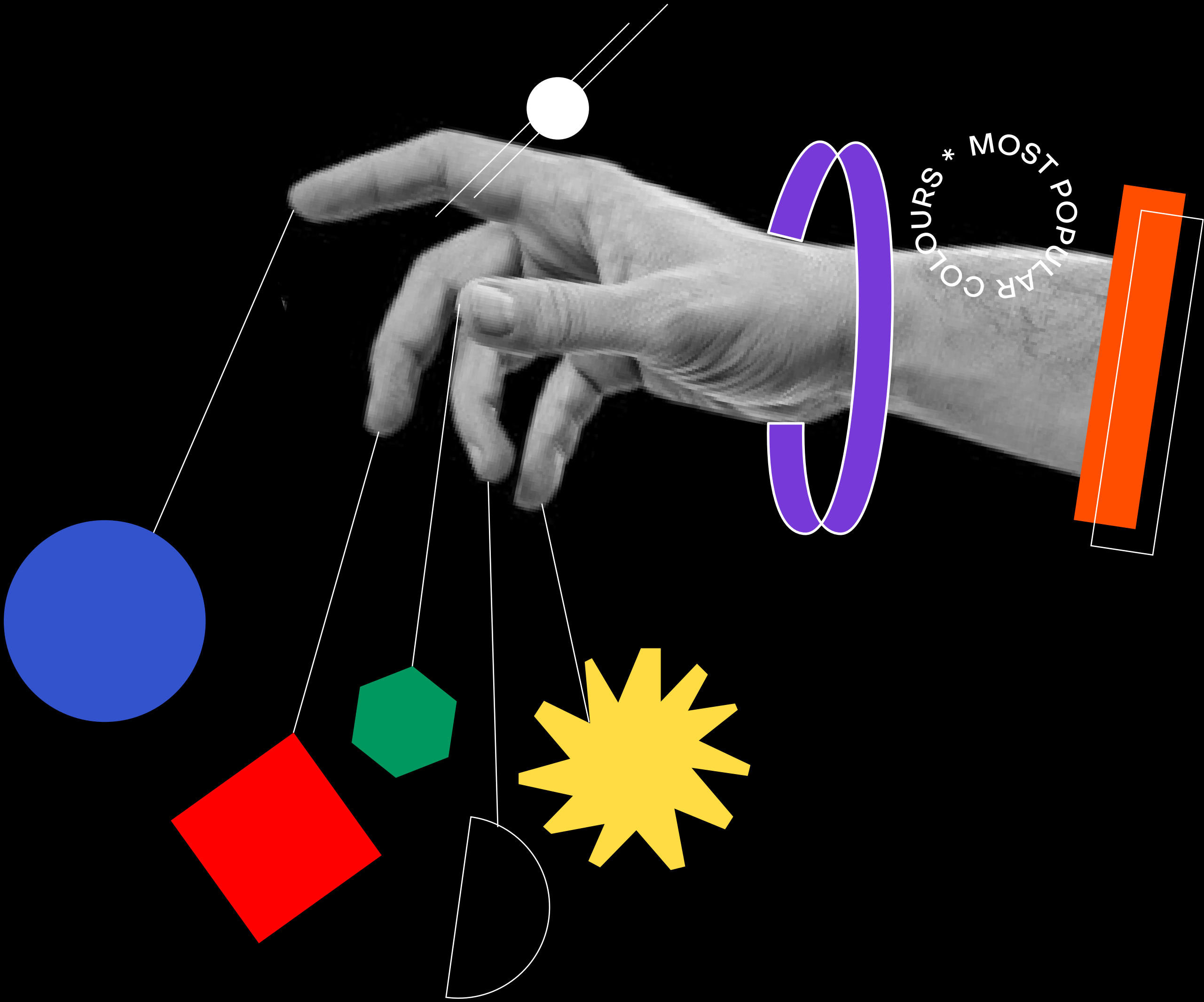
- Used to suggest simplicity in high-tech products.
- In the food industry it is used for low-fat foods.
- Can add strength or sophistication without the negativity associated with black.

Popular Logos~



Most popular colour by industry

-  Blue – Software, Electronics, Finance, Publishing, Pharmaceuticals industries
-  Red – Restaurants, Airlines, Oil & Gas, Real estate, Courier industries
-  Green – Chemical, Pharmaceuticals, Food, Real Estate, Agriculture industries
-  Black – Apparel & Accessories, Hotels, Technology, Broadcasting industries
-  Yellow – Entertainment, Food, Oil & Gas, Publishing, Courier industries



Blue - The choice of Fortune 500 companies



UE><BLUE><BLUE><BLUE><BLU



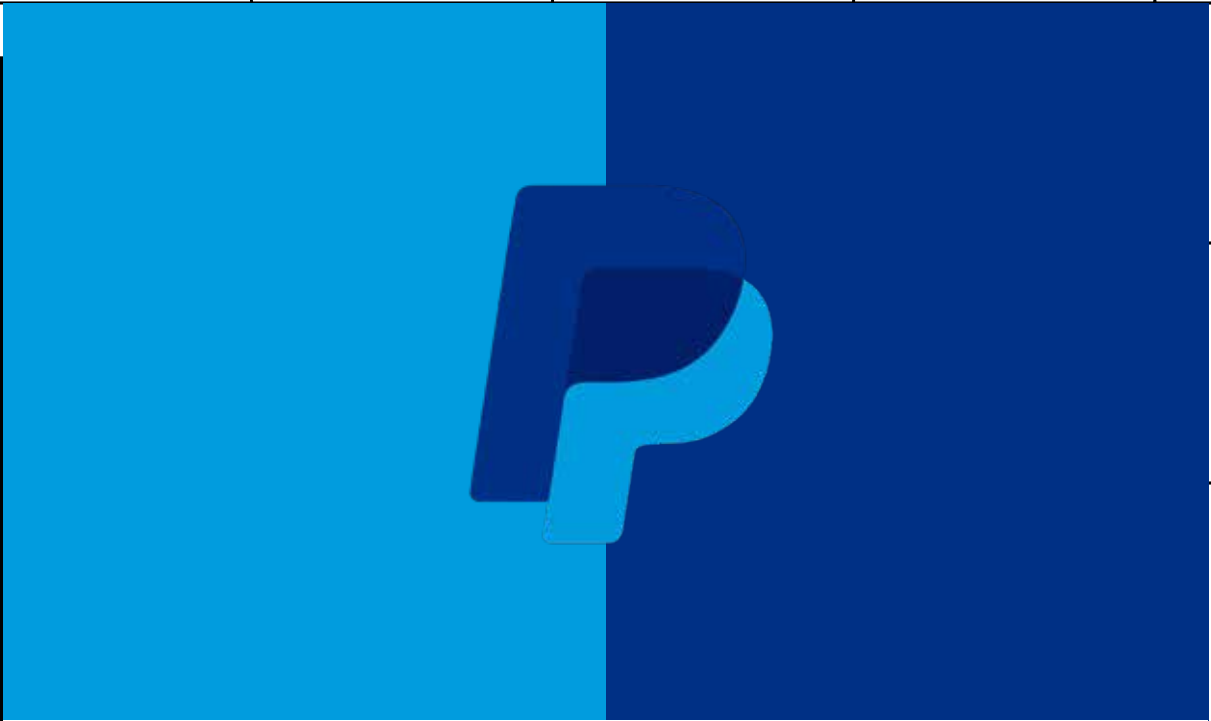
Famous Colour Duets



<Red Pigment + Lyons Blue>



<White + Pine Green>



<Tomb Blue + Midnight Blue>



<Sunny + Hemoglobin Red>



<Blue Eyes + Free Magenta>

Famous Colour Duets



<Koopra Green + Black>



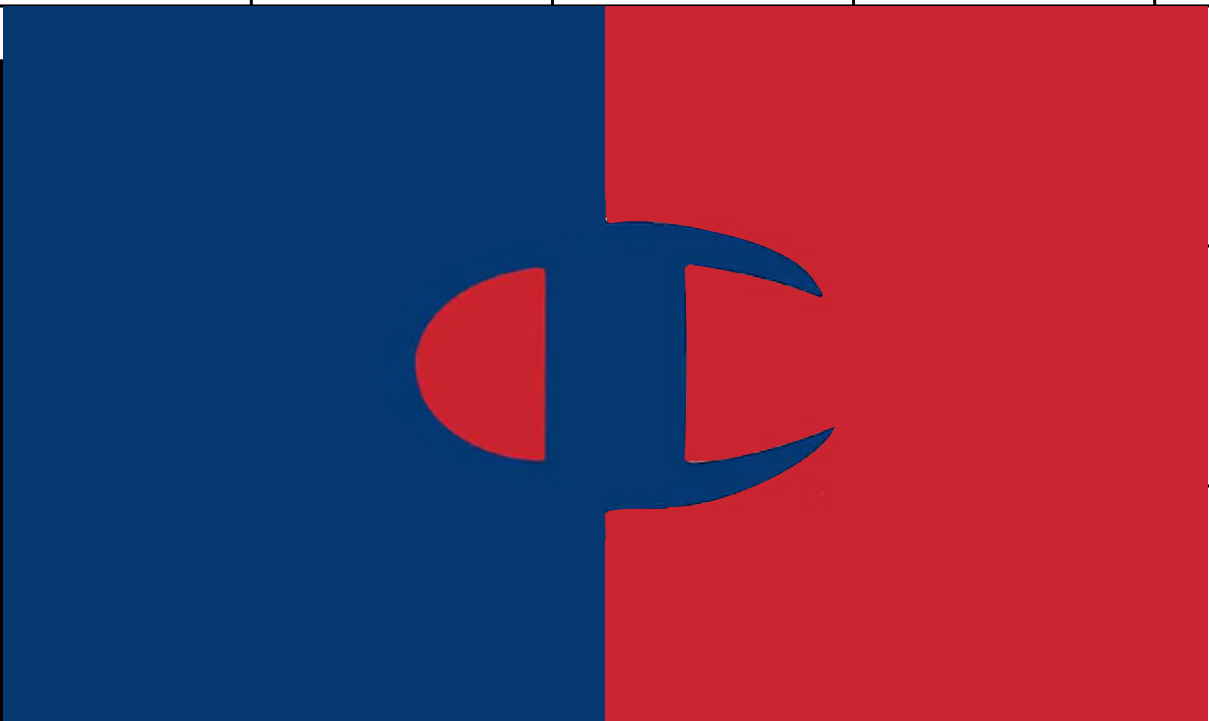
<White + Masters Red>



<White + Fusion Red>



<White + Spanish Violet>



<Magnus Blue + Hot Spice>

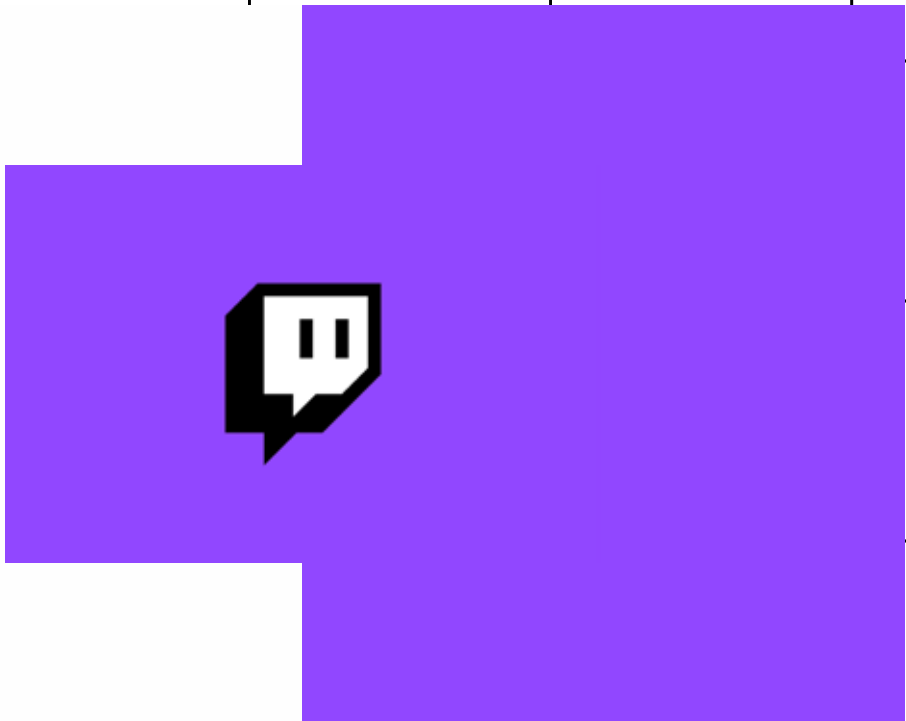


<Black + Console Sky>

Famous Colour Duets



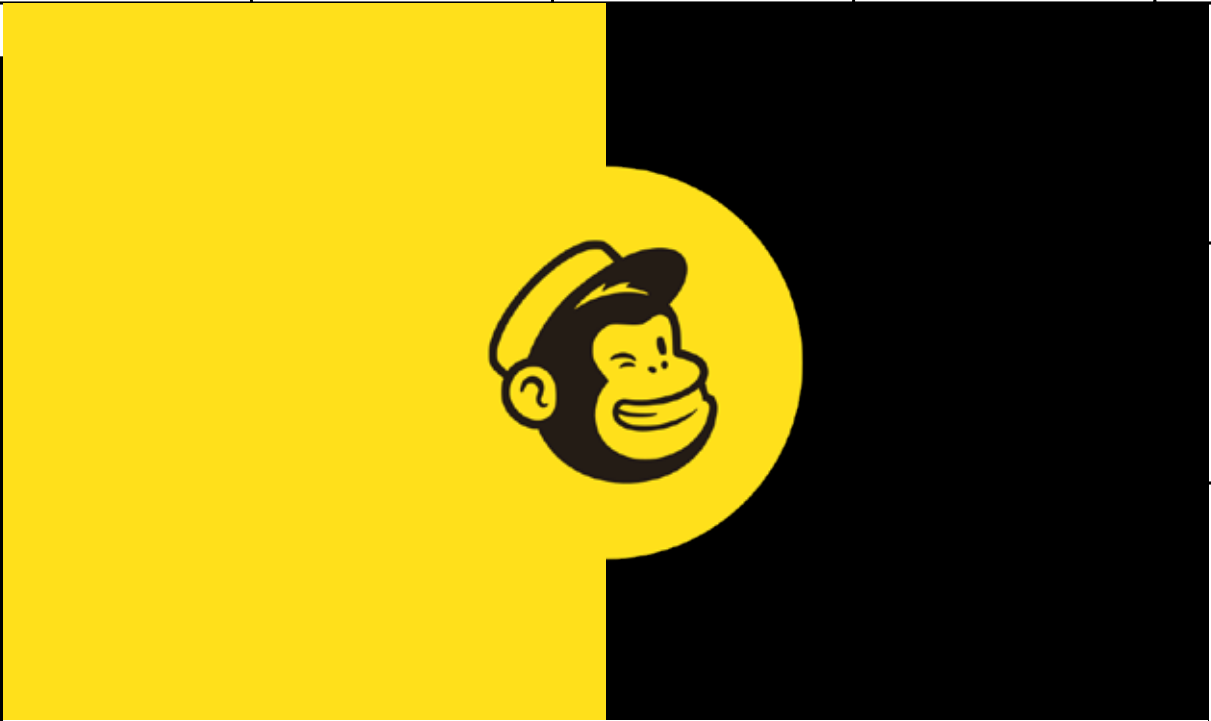
<White + Black>



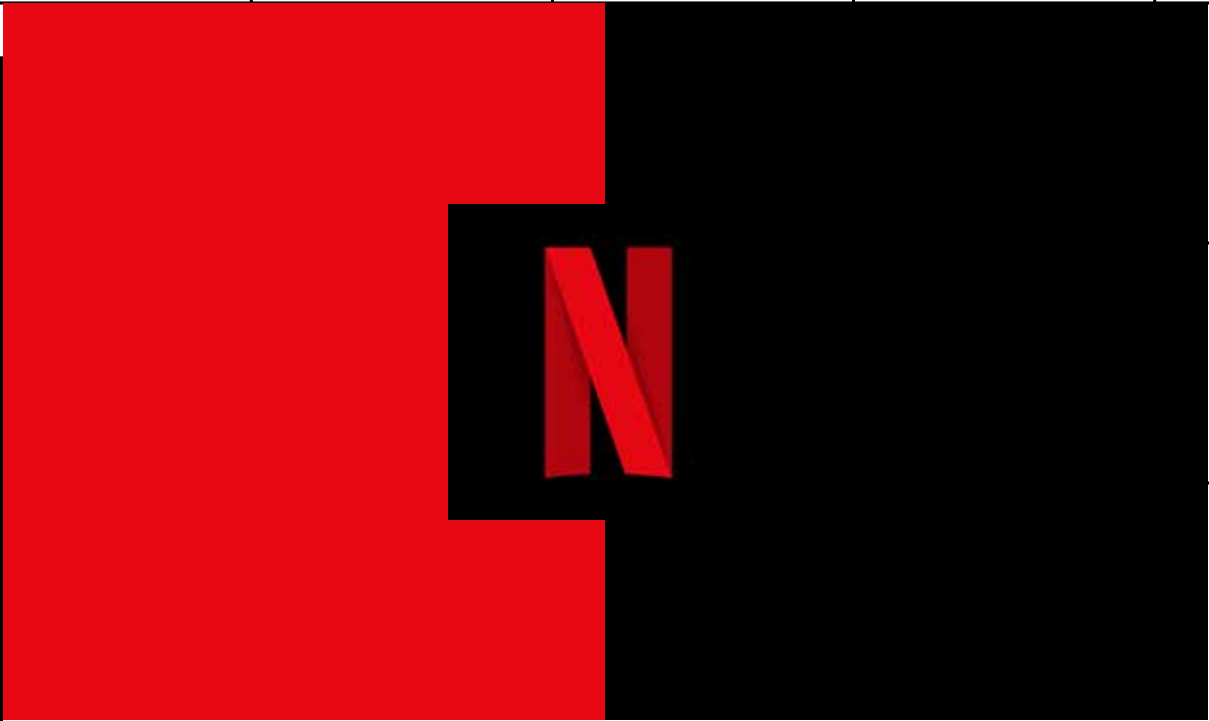
<White + Sweet Purple>



<Tardis Blue + Maximum Red>



<Sun Yellow + Black>

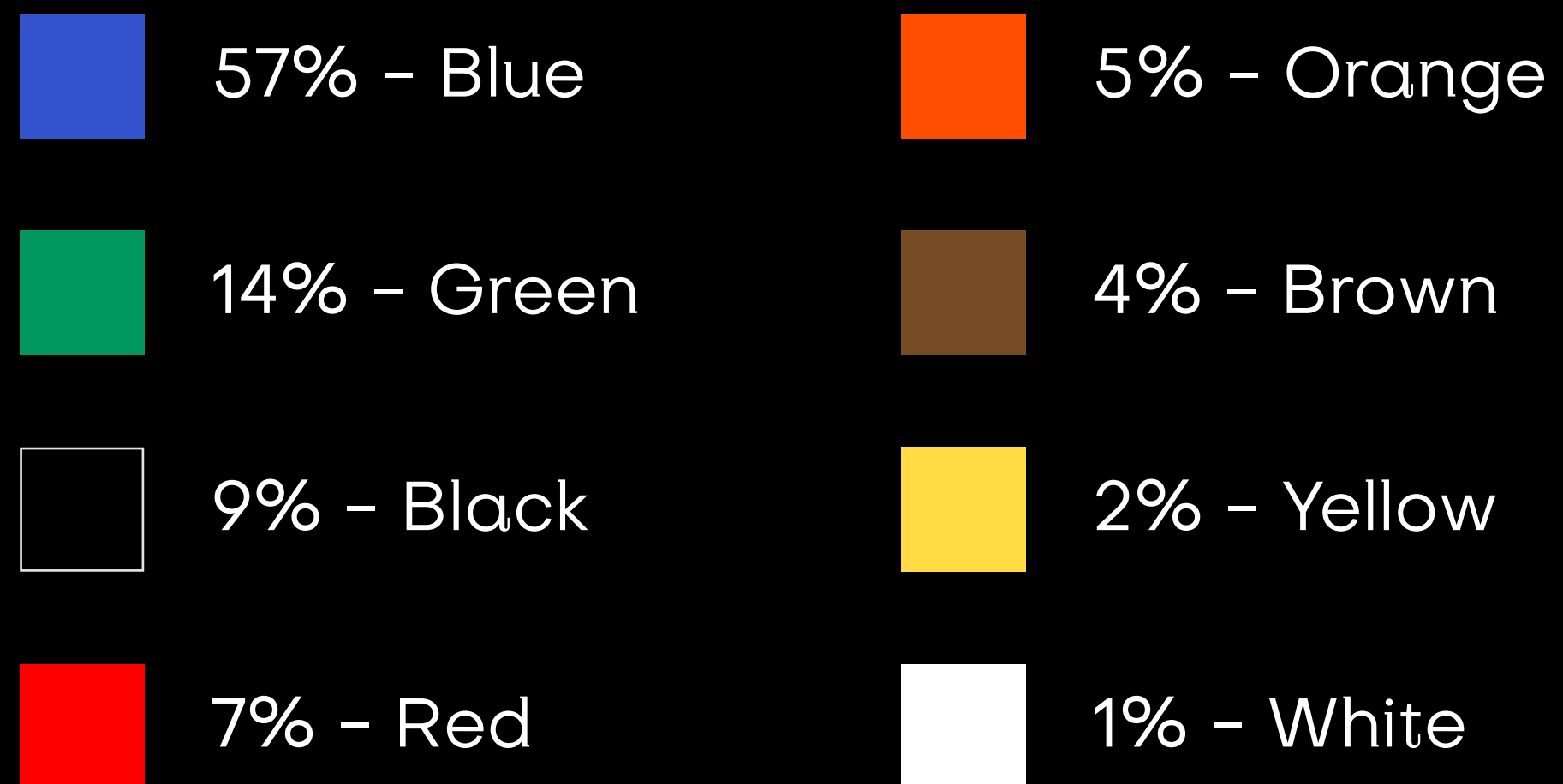


<Miyamoto Red + Black>

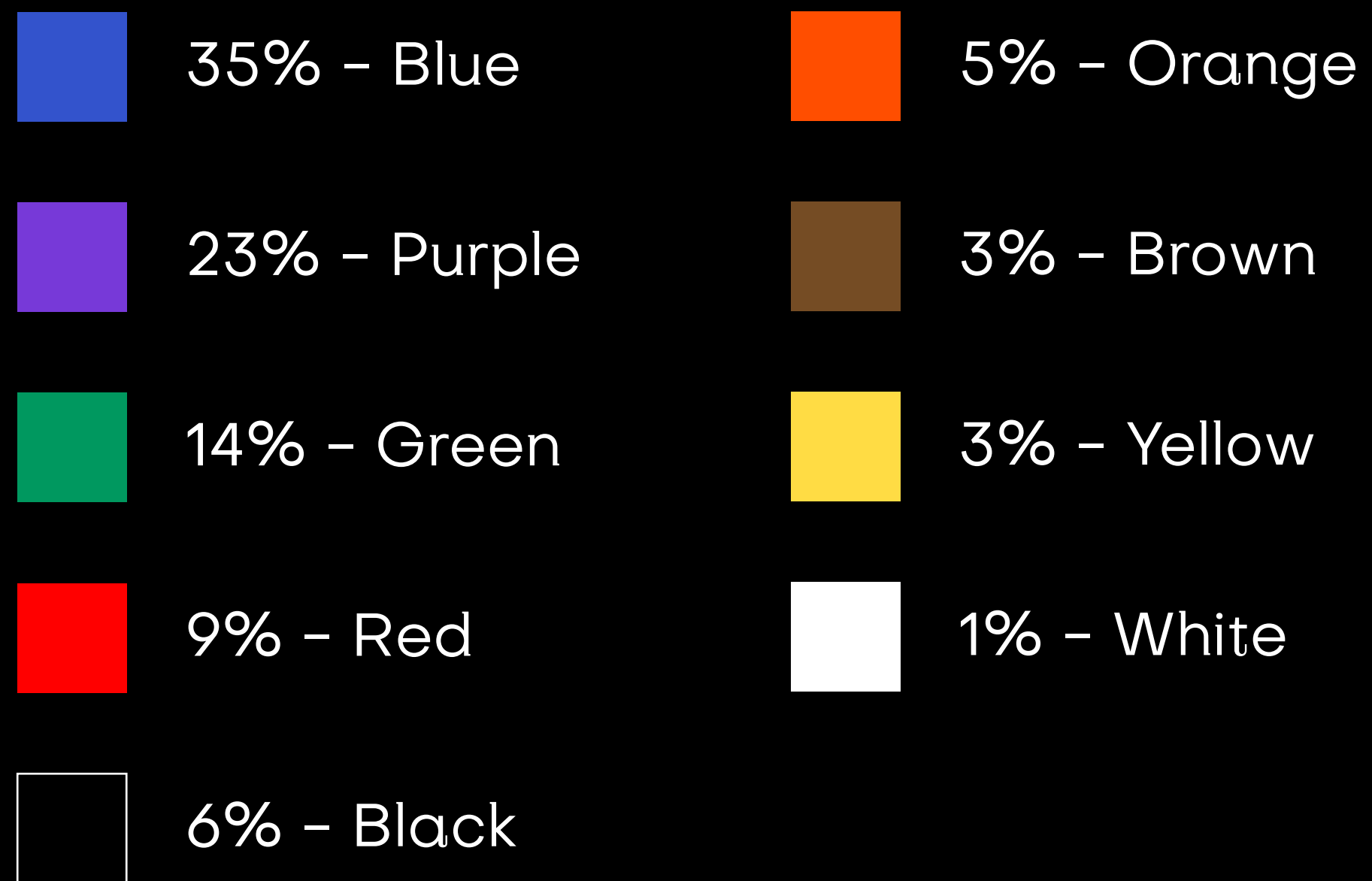


<White + Red Tape>

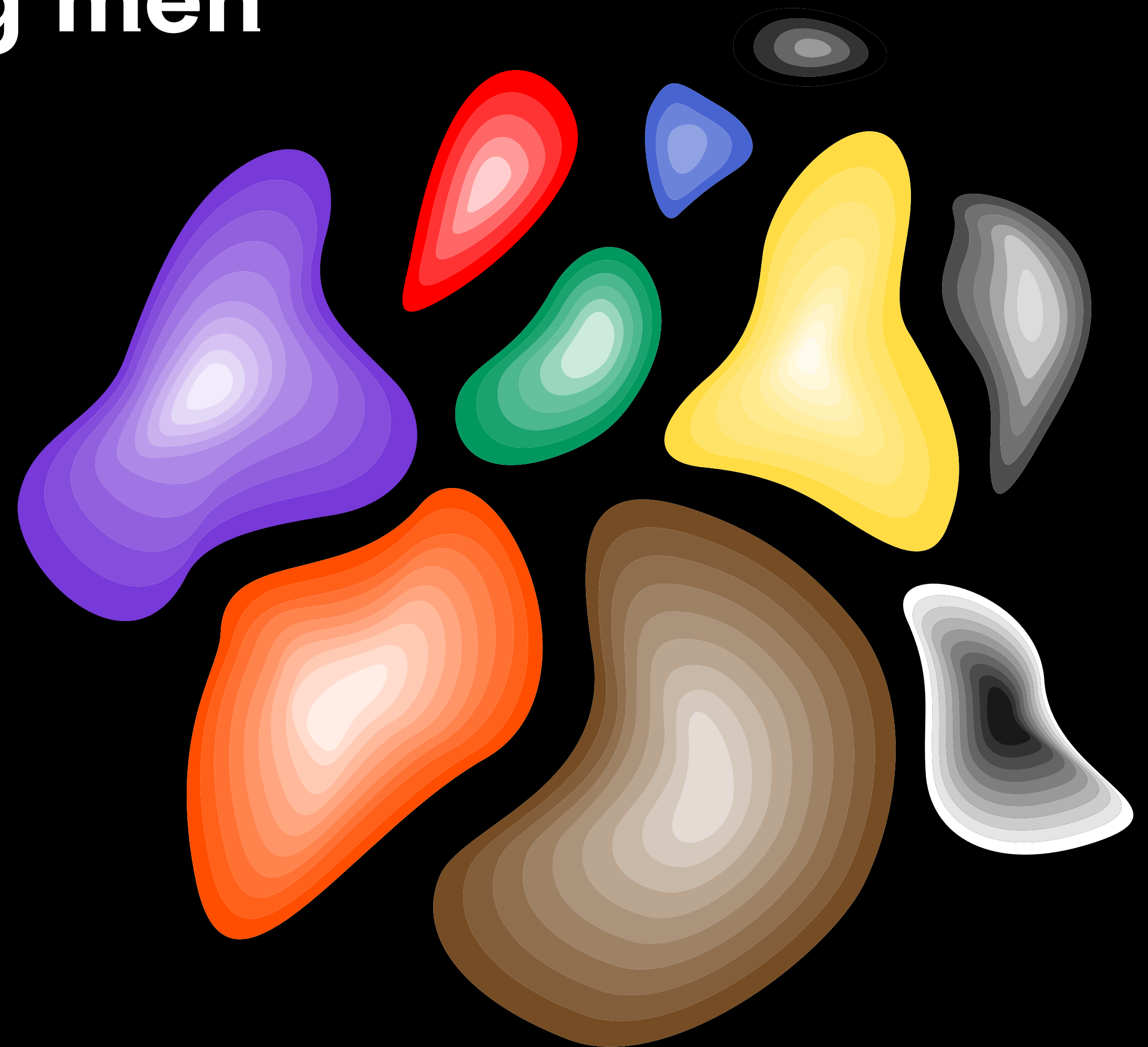
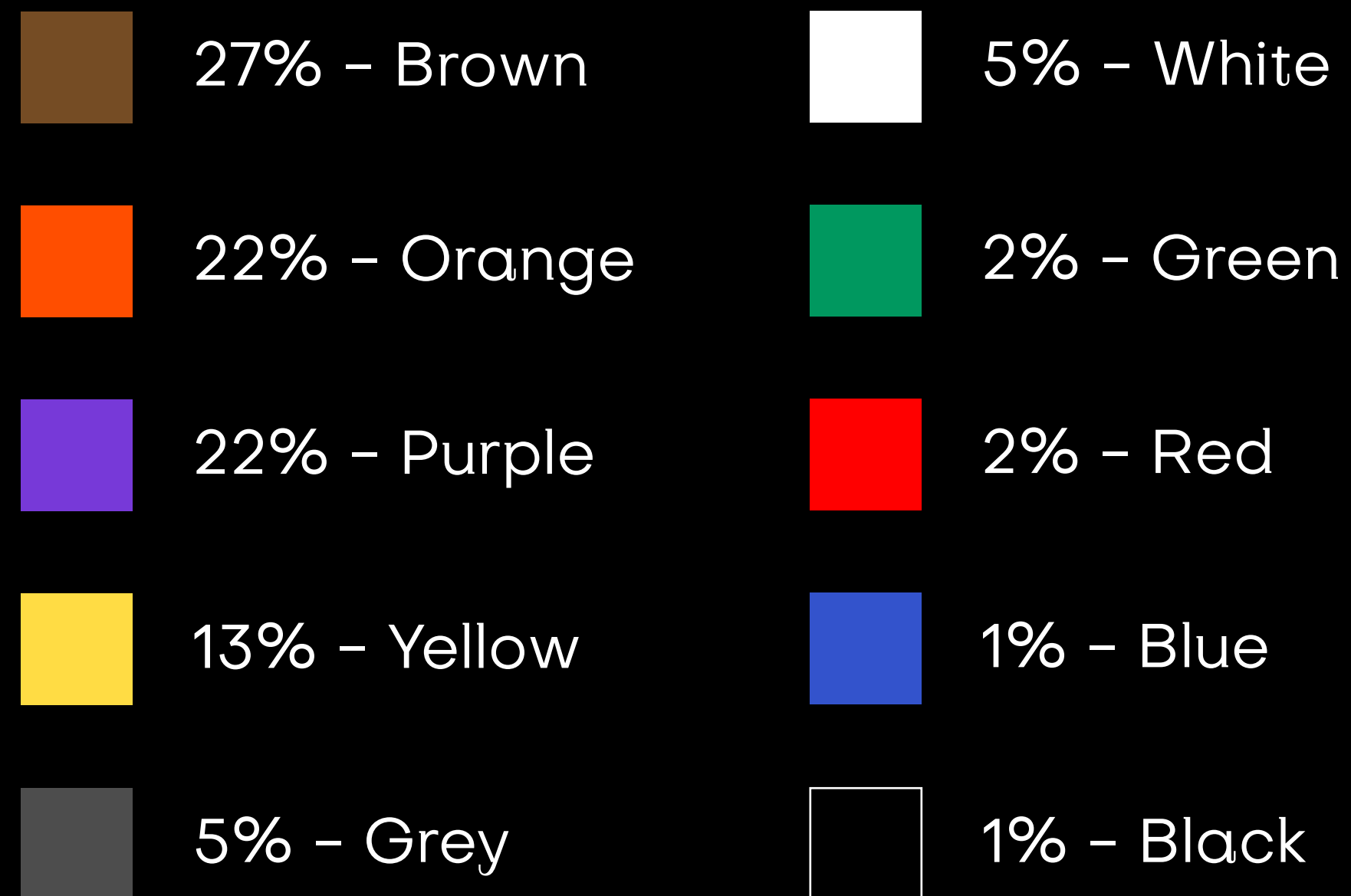
Favourite colours among men



Favourite colours among women



Least favourite colours among men



Least favourite colours among women

