Color Theory                                                              Juliette Esses

Assignment 4: Rebranding based on color


When thinking about rebranding based on color, the company that comes to my mind is Mastercard. I never liked these colors and it irritates me till today! I own a Mastercard and an American express card. Every time I pull out the Mastercard it irks me for some reason. The red reads alert. It draws the eye in and then segues into the orange(s) which is warm and soothing from the harsh red. Although I love going analogous route, I simply do not like choice of analogous colors here. The words Mastercard in black is clear and simple yet stands out against the warm hues. No problems there.

Now that I'm taking this color theory class, I'm more aware of the colors and reasoning behind them. With my newfound knowledge of colors in the strategic world of marketing and branding, here is how I would rebrand the colors of Mastercard:

 The first and foremost issue I have is the red. It feels like a warning every time I pull it out. To me it reads, "pay bill" or "Stop" and even "think again". I don't like that feeling every time I pull out my credit card. I would get rid of the red and opt for a blue. Blue is common yes, but it is common for a reason. It signifies TRUST, which I think should be a number one priority for a credit card company. Second, it should be pleasing to the eye of the spender. Before we move on to what shade of blue, I would also get rid of the orange following the red. I wouldn't want to see blue with orange, off the bat (no pun intended) it reminds me of the Mets.

While green might be the obvious choice for the second circle, being that it represents wealth, growth, and prosperity, I find it is too obvious. Not to mention those were the colors used for Wachovia bank who are no longer in business and have been bought out by another banking company. My choice is yellow. It symbolizes positivity, logic, and acts as a nice contrast to the blue.

Tones, Shades, and Tints.

I would tone the yellow with some brown and orange to get a mustard effect. A sunshine yellow is immature. As for the blue, navy is my choice. It's sophisticated, solid, important, and professional.

I chose a muted, shaded light blue. I felt it was a soothing way to transition from the navy to the yellow.

Navy: C100 M100 Y25 K25

Middle: C85 M50 Y0 K0

Yellow: C0 M15 Y95 K0

In conclusion, if I were to rebrand the Mastercard logo solely based on color, here is what it would look like:

NEW:



ORIGINAL: