LAURA OLIN | COLOR THEORY ASSIGNMENT

For my Week Four assignment I explored whether the Netflix logo, which most recently takes the form of a large red "N" on a black background, could be improved by making the logo a different color.

I first looked at purple, which could be a good fit for Netflix because it's both regal (seriousness, drama, history) and fun (unicorns, cartoons, glitter).

Then I tried a golden yellow, which looks shiny, expensive, and Oscars-y—connoting quality and perhaps quality entertainment of the kind Netflix wants to communicate it provides.

But there's something really fitting about the original red N on the black background—it's striking, warm, and exciting, and it also speaks to the colors of going to the movies, with red seats and a black theatre.

On the whole, I think the red color of the Netflix logo is very successful and appropriate for what the brand is trying to deliver and evoke.