

Week 4 Discussion: Share what branding colors you adore or detest.

As the article discussed, [The Psychology of Color in Marketing and Branding](#), have you ever reacted very strongly, in the first 19 seconds, to a branding color?

Post your analysis of this week's reading, lesson activity, film or otherwise. Sharing your impressions for the class.

Please add an image or link to the brand you are discussing. Please reply to one other student's post as well.



I strongly dislike the UPS logo. In reading the article about the psychology of color I thought it was quite funny that the two logos I dislike most are UPS-Brown and yellow and the logo for the Cleveland Browns (orange and brown). They all happen to be the least favorite colors for Men and Women, I wonder what the reasoning was behind using them for the logos. It was also interesting that he made the point of saying that people prefer creative color names as opposed to technical ones. Mocha versus brown, for example, does sound better to me. Even in the context of this logo. Mocha is something I associate with coffee, warmth, coziness, depth. Brown is something that I

associate typically with mud or something of the like. So as I tell myself it is mocha and gold versus brown and yellow I feel different about it.

The activity was really fun this week. I loved learning more of the theories and concepts related to branding. It is amazing how much of a story color can hold. I have realized that through using complimentary colors and differentiating the colors in a design such as the example of turning the download button a different color have a great impact on influencing visitors to click.

Katie, I smiled when I read the example of mocha vs. brown. It's a strategy that works very well in the make up industry. New product launch, 'new mocha lip-gloss'. I am often intrigued by the power of trendy words in the purchasing decision. Still in this example, later consumers abandon the product simply because they do hate brown. They were just infected an emotional sense. Mocha, reminds coffee, reminds comfort, that reminds..., all subliminal, and it works so well for the brands.

Hi Katie


I completely agree about the UPS logo. I detest brown in most circumstances and wonder why they would choose such a drab unpopular color. I even feel badly for their delivery people in those light brown uniforms. I also don't really understand the significance of the shield/badge. Is it meant to put them in a similar class of safety works like police officers who wear badges? It doesn't seem to promote the sense of swiftness or reliability. Compared to the FedEx logo, it feels significantly less cheery and optimistic.

MP

I think maybe UPS was going for rugged, with the safety/security for your packages associated with the badge. The brown also feels more personal than the FedEx logo. But I agree that the color combination is not ideal - not enough contrast, just falls flat to me.

I adore COS' branding color. It is aligned with my minimalist preference when choosing an outfit, within the colors black, white and grey. It is cool color, and I perceive it as neutral.

It balances the look and feel and although it is not properly light, according to the reading Color Theory for Non Designers, it still evokes me a feeling of airiness and openness. Probably because of the amount of white on it.

The image shows the COS logo in a dark grey, minimalist font. The letters are lowercase and have a clean, modern aesthetic. The 'C' and 'O' are simple, rounded shapes, while the 'S' is a stylized, flowing curve. The logo is centered within a white rectangular frame.

Another color branding that I adore, is MUJI. In this case, I bring dark red (almost brownish). I think it represents the brand very well, because they are selling comfort: to your house, to your traveling, in your meal. Their core message is offering good quality products. As a good Japanese brand, it is close to be minimalist, but they position the brand as 'succinct'. The meaning of MUJI is "no-brand quality goods". I can 'feel' the quality in this warm selection of color. It is emotional. Friendly. And we are emotional when taking

care of our home sweet home, choosing our meal or we are planning our next trip, aren't we?



MUJI
無印良品

I enjoyed very much reading the Psychology of Color in Marketing and Branding. I was smiling and picturing myself answering a survey about Orange. Precisely the color I would never choose. I totally fit in the group that chose orange as the least favorite color. The color branding I dislike in part (the orange smile/arrow!), is from Amazon.

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and ends under the 'n', pointing to the right.

I am a big user of their services but this orange does not represent me. It can be friendly, welcoming, or mean happiness and joy, but there is something on the color that I can't explain, just reject. Maybe too show off when applied in other elements? Not sure. The age (above 30 yo.)? I found another article explaining that the youth accepts it better. Maybe that's it. Tech and millennials ([extra article \(Links to an external site.\)](#)).

Hi Leticia,

I also really like COS' logo and color. I find it interesting how a lot of luxury fashion brands use black and white to design their logos (Chanel, Balenciaga, YSL, etc). But the interesting element about COS is that it cleverly plays with the negative space and uses grey as shadow to highlight the white words, which is rarely seen in any fashion brands. I think it conveys a sense of depth, layer, and that minimal yet detail-oriented quality, which is very much in line with their products.

The logo for dōmio features the brand name in a white, lowercase, sans-serif font. The letter 'o' has a horizontal bar above it, resembling a macron. The text is centered within a solid purple square background.

dōmio

The logo that I adore is Domio with the purple and white combination, as this evokes creativity and a sense of vitality. I think domio ensures a delightful and magical experience of this hospitality industry of apartments-hotels.

I really loved the videos about altering the photos' hues and using texture to influence a palette's look. I have always been attracted to textures in photos and I like the idea of adding layers of textures to photos.

Also, it's very interesting to learn how the contrast establishes the hierarchy, showing the importance of a design.

Hi Omaira! Love this brand color that you chose. It is a unique color for this type of industry. It's definitely an innovative solution that this company is offering and I think the choice of color really makes them memorable and unique in the market relative to their competitors.

I may be in the minority here, but I love orange. Not the muddy one from the Amazon logo, but the warm tangerine that looks like the sunrise - in branding speak, the Hermes orange :) - which btw looks very different online than in person. I always found it to be warm and spicy and inviting and connecting. It is energetic without the high alert of red and the nervousness of yellow.

Example - love the Instagram colors. Beautiful orange and yellow with violets and pinks:

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiR8OfcgLjhAhWkhOAKHX6IAkUQjRx6BAGBEAU&url=https%3A%2F%2Fen.instagram-brand.com%2Fassets&psig=AOvVaw3ey6CbI5_IBsDLP9kJBqUu&ust=1554521157822570 (Links to an external site.)

But I think the Fanta logo is where orange can go wrong - wrong tone and wrong blue with it - it looks like a football!:

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwiDndiUgrjhAhVQTd8KHQw8BtwQjRx6BAGBEAU&url=http%3A%2F%2Flogosolusa.com%2Ffansa-logo.html&psig=AOvVaw0h4-OIWsCu7O5rXxBGAQ0u&ust=1554521445300828> (Links to an external site.)

I think colors really depend on context. But branding colors I don't like too much are muddy - unclear, badly mixed. Rich browns yes, especially with a deep green - but the dull mixes make me uncomfortable....they come across

like they don't know where they are and a little unclean. And I hate the sterile cool greys with red, too cold and industrial and the red too. Greys on a white backdrop can be very striking though.

Completely agree with you Sharon on the grey/red/white combo – it feels really 80s corporate and unimaginative. I too am a fan of Hermès orange, which I think again speaks to the importance of context with color. It is not the color per se that is appealing or not, but the way it is used. I was actually comparing the Amazon vs Hermès hues, and they are not too far from one another, but clearly trigger very different responses in people.

Ooh, yes the Hermes orange is really nice. I wonder if it is because it is in a classy, very straight forward font instead of a playful, almost bubble letter arrow. Orange is nice when it is taken seriously. But it also tends to convey an obnoxious feel, i.e. the Nickelodeon logo, or your example of Fanta. Really good point there, Sharon. I think Diane Von Furstenberg makes orange dresses that are beautiful too. Wearable orange I think has the same effect- floral motifs and earthy versions of the color are quite nice. Even the neon-orange ever popular Carhart beanie is kind of cute. Apparently everyone loves it, maybe it is just that fashion orange works but logo orange is iffy.

One logo that I absolutely cannot stomach (pun intended) is Pepto-Bismol.



Allegedly pink is strongly associated with 'relief' and psychologically is supposed to make you feel at ease, which goes in line with what the product is intended to do. I personally look at this (analogous?) color scheme of

hyper-saturated colors and it immediately gives me a nauseating sensation – like overly sweet bubble gum, cotton candy, or something artificial – exactly the opposite of what it is intended to convey.

What I found interesting this week is the light touch on skeuomorphism, which I am so happy is mostly wiped out nowadays. I think perhaps allowing non-digital natives to feel 'at ease' with new technology likely had a big impact on its prevalence in the early 2000s (i.e. Apple's UI, Instagram's older logo, etc) but with the development of tech as well as the public's increasing sophistication we can thankfully move onto better, cleaner design. On the flip side of that, perhaps slightly off-topic, I think the past couple of years have been absolutely horrible for luxury fashion from a branding and logo standpoint.

YVES SAINT LAURENT → SAINT LAURENT

BALENCIAGA → BALENCIAGA

BURBERRY → BURBERRY
London, England LONDON ENGLAND

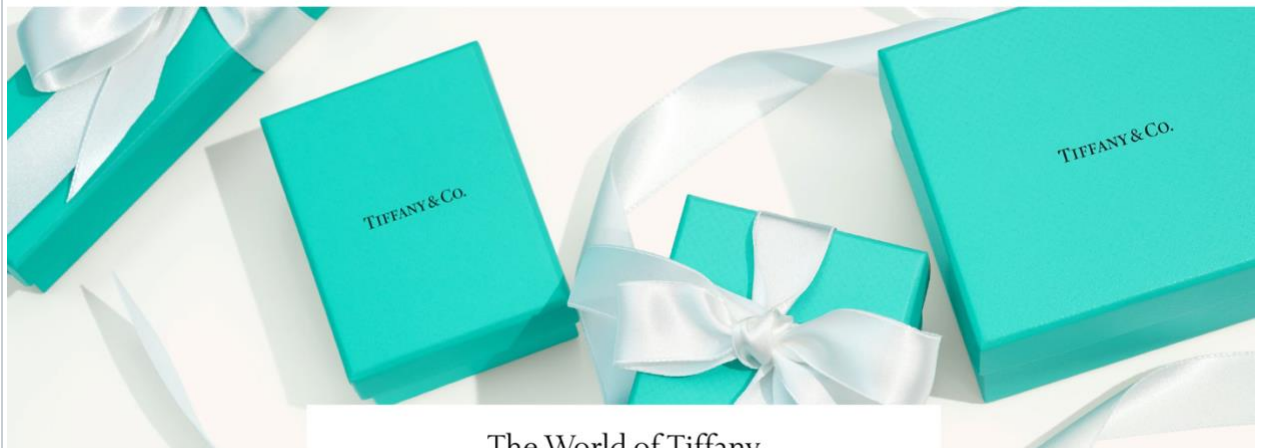
Berluti → BERLUTI
Paris PARIS

BALMAIN → BALMAIN
PARIS PARIS

CÉLINE → CELINE

The Tiffany & Co logo itself is printed in black, not blue, in a serif font that has been subtly reworked recently by Pentagram. The Tiffany blue is the background color for the boxes, bags and advertising - the color itself is a bit of an icon, even being referred to as "Tiffany" blue. I think that it is interesting that in the case of Tiffany, the logo itself doesn't bear the brand color. This seems unusual to me and I can't think of another brand where the brand color is the background rather than the logo.

In the article, we learned about Professor Aaker's studies on brand personalities. I believe that Tiffany is in the "sophistication" camp, probably with the intention to come across as a romantic and glamorous label. I think that this shade of blue, does feel a bit more romantic and luxurious than a standard blue or navy. Blue also signifies trust and dependability, which might be characteristics that the brand wants to portray so their customer knows that they are getting a high-quality jewel or product. This is important as consumers shop at Tiffany for expensive luxury products, including diamond engagement rings which are sentimental and pricey.



The World of Tiffany

Marcie,

I was going to write about Tiffany too. :) As soon as I've read this week assignment, Tiffany came to my mind. I absolutely adored their unique color (even though I am a fan of black and grey), which became iconic. And I totally agree with you that this color awoke pleasant feelings and associated with trust and luxury.

I also love Tiffany's branding. I find it very interesting how the brand has managed to make everyone associate this specific shade of blue with them, even if you don't see the name. Also I have never thought about it, but what you mentioned about them wanting to portray trust to customers when buying diamonds. This type of purchase is usually a significant expense to most of us, and by using blue, Tiffany's want to make sure our subconscious thinks of them as dependable and trustworthy.

Good one! I also think Tiffany's branding color is awesome! And one of the colors with the strongest awareness we could think of. You can go to a paint or decor or clothing or whatever shop and request 'tiffany's color', people will know. Plus, it is in the imaginary of so many girls around the world, right? That moment, with the little box and the engagement ring.

I love this color! I totally agree with you that Tiffany's branding is a great example of a color that has develop the meaning of style and sophistication over time.

I think from the moment you see the color of the boxes, it immediately transport you to a dreamy world.

This Christmas advertising is
adorable



blue is the colour
of dreams...



fanta
1940–1955

Fanta
1955–1972

FANTA
1972–1988

Fanta
1988–1994

Fanta
1994–1997

Fanta
1997–2009

Fanta
1997–2005

Fanta
2001–2006 (USA)

Fanta
2004–2009

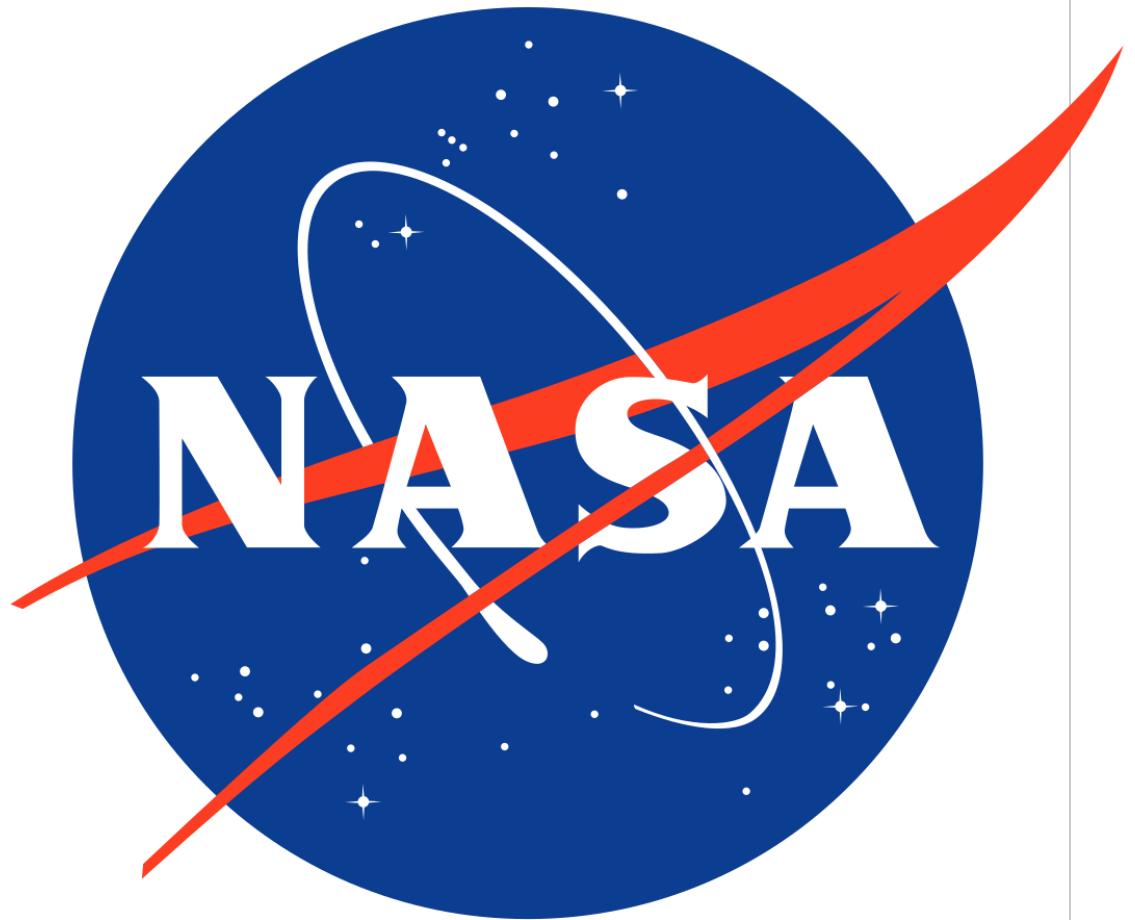
fanta
2008–present

Fanta
2010–present

FANTA
2016–present
(International)

The current Fanta logo is one I do not like. It has a long history dating back to 1940's and I prefer it's initial iterations. It's newer/newest versions feel much more juvenile than it's original iterations. It's interesting how many brands over time have gravitated towards similar colors and feelings. Orange signals friendly, cheerful, and confident. The current logo feels friendly and cheerful,

but not confident. So they likely chose orange for its approachable and affectionate attributes, and for the obvious fact that it directly links to the orange-flavored soda. The touch of green resembles health, and the blue connects to trust and strength.



The Nasa logo is one I like. NASA's current logo has not changed in 59 years, and many argue it needs a refresh. However, in an age where all logos look the same and are overly simplified or minimal, I feel the NASA logo is nostalgic but also timeless. Something about it is comforting and sturdy. Blue signals trust, strength, dependability and red evokes excitement, and a bold and youthful approach. All of these emotions make me think of Nasa. It's a company with a rich history focused on pioneering the future of space exploration through discovery and research.

Go Daddy's logo is really outdated, especially since they are a tech related company based 100% online. What I find most bizarre is the choice of font. I also don't like the colors used, particularly the two hues of yellow paired with the orange plus the black and white. It honestly looks like it was created in PowerPoint 10 years ago.



Topo Chico is another logo that I really dislike. Whether I do like the red and yellow combination for companies (Ex. Mc Donalds, Mastercard, In n Out) I don't think it works here. The yellow seems very saturated combined with the vibrant red, and the logo design looks obsolete.



Some of my favorite brands, design-wise, are Milk, The Wing and Keurig Dr. Pepper. To be honest, the Milk company's branding just speaks to my aesthetic. They just use pink in their logo, and their website is mostly pink with fun pops of color. It also doesn't hurt that whenever I see their logo I immediately think about their Birthday Cake and it just makes me smile.



logo

Image from Milk's

website

What I love most about The Wing is what the company does. It's catered only for women, created by women. Their use of color is also very cool and bright—a combination of orange, pink and blue with purple here and there. The Wing's choice of fonts and even the icons design from their webpage is just plain fun (<https://www.the-wing.com/> (Links to an external site.)).



Keurig Dr. Pepper's logo is also great. A while ago Keurig Greenmountain bought Dr. Pepper on a merger, and they decided to use both aspects of their branding to create a new one. The company kept the drops symbol from Dr. Pepper but changed the colors (including the green from Greenmountain) and incorporated the K from Keurig. When I saw the new logo, I really loved it. I think they took a fun approach towards designing it and their use of colors really works.

From this:

To this:



I actually really love the re-branding of YSL and Balenciaga. I think their new logos are so much more versatile and can be applied to a much wider range of products in a visually balanced and pleasing way.

As I have more of a minimalist taste, I stand by the phrase less is more. Take Starbucks as an example, although the green and the mermaid logo is probably the most iconic part about the brand, I admire their courage of completely getting rid of that in their Reserve stores. I love how the Reserve logo feels much more sophisticated and luxurious.



Similarly, Apple also has a very interesting brand identity, evolving from rainbow colors to the current sleek gray logo. The vibrant rainbow Apple logo makes me think of innovation and creativity. When I look at the colors of the logo, I see it as a very energetic and confident child who thinks that nothing is impossible. As the logo evolves to flat black and gray, I get the sense that this brand has already mastered its skills, no longer needing too much attention, and that the brand is ready to focus on fine tuning the details. I find it fascinating how the logos grow with the brand and how each logo directly reflects different stages of the brand. I am curious to see what vision the brand is going to evolve in the future.



Back to the future.

Off topic, but I would argue that it is not the logos of Balenciaga and Saint Laurent that you enjoy, but rather the direction of the brands themselves and what they are purporting to represent. You can reasonably not distinguish between any of those. Conversely, the Starbucks Reserve does convey a different feel than the ubiquitous mainstream coffee shop.

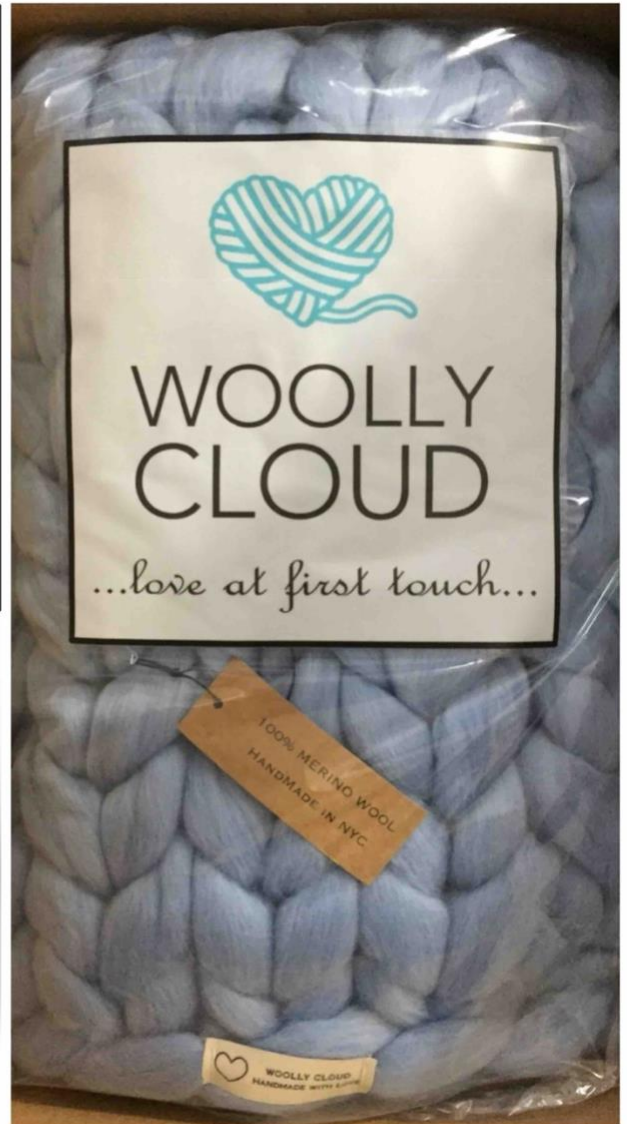
Hi All,

For this week discussion I thought it would be a great opportunity for me to tell you a little bit about my brand "WOOLLY CLOUD" and how I came up with the brand logo. I am considering re-branding, so I would appreciate any feedback/critique from you, dear classmates. I really hope you don't mind.:)

Having financial background and zero experience in digital marketing/fashion/branding etc, two years ago I came up with an idea to establish my little company. Of course I needed a name, logo, slogan to start with. I couldn't use any professional services for those purposes as my budget was super limited. So I did it myself rather intuitive, relying on my own experience and associations, than relying on any color studies or marketing research. Now while studying a color theory I've started to understand my unconscious logic behind.

I have always adored Tiffany&Co brand color. There was something iconic,

unique and luxury about this shade of blue they used. I felt like their package was meant to be a package for joy and gifting. So I used a similar shade of blue for my logo to call for the same feelings from my customers (about 80% of my clients are women, 70% of clients are people shopping for a gift).



I wanted the font to be bold and strong to show confidence and reliability. Also whether adding the slogan or not - was a very debatable decision (I wanted to give a hint to my customer about what the company produces). Now, I am thinking maybe I should remove it. Also the heart looks a little cheesy for me now (even though it fits the product).

In terms of color names. I totally agree that "mocha" sounds and feels better than "brown". That's what I use for my color chart.



[Woolly Cloud](#) (Links to an external site.)

I would really appreciate any feedback/critique:) Thank you all.

I love the Nespresso logo <https://www.nestle-nespresso.com/> (Links to an external site.)

The color seems dark mocha to me which visually would remind us of coffee beans. It's a sophisticated, simple, clean and unique brand. The logo color successfully reminds us of a rich, quality and warm coffee drink. The reading material was fun and it's interesting to know that a logo does not need to explain anything-as in the case of the Apple logo- as long as it's memorable. Amazon logo is a good example of simplicity and subtle design that is memorable and unique.

