For this week's assignment I've chosen the brand OSRAM. I have chosen this company's brand because of the colors they use for their branding: orange, blue and white:

The Company's logo – a lightbulb with an ellipse colored background – is quite good in pointing the eye towards it, which is great because it is in direct correlation to what they do (they are a lighting manufacturer). However that's about it of what I liked of their branding coloring. They currently use a combination of orange and blue which, even though these are complementary colors – the type of orange (which tends towards red and with a high saturation) and blue (which tends towards purple and also with a high saturation) do not complement each other at all. It almost hurts the eyes looking at it!

I've done several drafts of the above logo/brand using different color schemes.

I thought of leaving the current color scheme of the company, however adjusting the hue, saturation, tint and shade of these:

The first one I used a similar red-orange as the original branding but lowered the saturation. I combined it here with a blue-purple for the name of the Company with a much lower saturation and higher tint than the orange to give it contrast. I also added a darker blue-purple to the "R" in OSRAM's name to make it stand out more.

The second draft using the orange ellipse background below, I used a similar orange as in the first draft but with a lower saturation. I then used a blue (more muted than pure blue) for the name of the company. Similarly as above I used a darker blue for the "R".

The above drafts – for my personal taste are a much improvement from the original, however I didn't feel that they fully work/convey what the company is doing (or as Yo Santosa would put it – it's personality!).

From first glance – the company is a lighting manufacturer. Therefore I felt that yellow would work much better into their logo than orange. Yellow will also convey: happiness, positivity, enthusiasm and in this case – the sun or LIGHT! I then tried a monochromatic color scheme – personally I love this monochromatic scheme, but for the purpose of the brand, I still didn't think that it fully worked with the company in hand.

I then tried to incorporate the entity's current blue name within the logo – this combination of blue and yellow go much better than the original red-orange and purple blue. The yellow I used here it has a combination of red and green and the blue is a combination of green and blue. This color combination work quite well and it still gives contrast between the logo and the company name.

Further doing a little bit of research into the company, I noticed that OSRAM is not only a light manufacturer, but also strive in innovation and sustainable solutions. I feel that this should be somehow reflected into their branding, which they currently lack. Therefore I tried a different color scheme, bringing in a "green" color into the mix – making it more an analogous scheme. In the design below, I replaced the previous yellow used to a more "mustard yellow" (which is a mix between red and green), which works quite well against the white lightbulb silhouette in the middle of the logo. The green I used here (58%C, 59%Y) complements quite well with the background yellow. The green is also a reference to the entity's sustainable and environmental friendly quest and achievements. In order to make it stand out I used a darker green in the logo's "R". For the Company's name, the "R" however is using the logo's ellipse

background "mustard yellow" color – that way the company's name loops back into its logo.

I believe this last color scheme works better for the company and its personality!