

Starbucks

The green palate represents growth, freshness, uniqueness & prosperity of Starbucks.

LET'S CHANGE THE GREEN TO BLUE FOR FUN.

Why blue doesn't work: blue represents trust, stability, calm, & harmony which is commonly used in branding for conservative companies like finance. As we all know coffee is a stimulant and isn't exactly calming I guess you could say. Green, on the other hand, represents freshness (fresh coffee), growth (a fast growing coffee chain known all over the world), & uniqueness (we can't deny how unique Starbucks is). Coffee beans come from the ground and not the sea, another reason blue would not be an effective color for Starbucks branding.

