

x2

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

As the article [The Psychology of Color in Marketing and Branding](#), discussed, 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 had trouble thinking of a brand color that I love or detest. I even googled logo lists to see if something struck me - good or bad - and eventually I was reminded of a logo that I can't stand:



To me the mustard yellow and bright red look horrible together. I don't mind either color separately - just the combination. There are plenty of other companies that use similarly bright, saturated colors, but they don't bother me as much. The Burger King brand colors seem like they are competing for attention and make me feel like I'm being yelled at.

The original Burger King logo was much calmer



Both colors appear shaded compared to the logo above, and they both appear more orange: red-orange and orange-yellow, which are more analogous, so not so jarring to look at.

Just for fun, I looked for a couple other versions:



This old logo is similar to the original, but the red in king is less orange, and the word burger is a brown.

I doubt the two below were ever official company logos. The one on the black background is clearly altered from the current official logo. I like the blue one, but it doesn't say "hamburgers" to me, which makes me wonder how many hamburger-centric restaurants do **not** use primary colors in their logos. I do think the black background tones down the garishness of the logo a bit.



Hi Megan,

Although I don't love Burger King, I have to respectfully disagree with you on this one. I do like the company's logo and find it visually pleasing. While I do agree with you that the company's original logo was much calmer, I think the modern day logo definitely sticks out more and is more flashy in the way that, if you're driving down the road and are feeling hungry (or not), it's much more likely to grab your attention and stick out...which I'm sure is something they were going for.

I like the fact that you included the some of the previous logos, as I had never seen them before. I wrote my discussion response about

Coca-Cola and you inspired me to include images of different variations they have used over the years. Thanks for the inspiration!!!

- Lizzie

I agree that it would grab your attention. Other fast-food logos with similar flashiness don't bother me so much - I don't know why this one does.

Megan,

I agree with you and with Lizzie. I think the logo certainly achieves visual harmony with the color palette and to Lizzie's point does grab attention. From a personal standpoint though I find the newest iteration of the Burger King logo to be bothersome. In my opinion in the three color + black and white version the use of the graphical elements, exaggerated typography and the strong energy of the palette make the logo look plastic & borderline grotesque. Simply put, the logo conveys to me that the food is plastic or fake in some way.

I've also always loved the Coca-Cola logo. I've never paid much attention to the different fonts, though.

The examples of the design through the years are a great example of freshening a brand without changing it completely.

Have you ever visited the museum in Atlanta? I did once many years ago.

I loved the Coke museum in Atlanta when I visited a while back! There is also a Dr Pepper museum in Waco, TX. Interestingly enough, they have had a very similar branding design history. They were born around the same time (1885-86). I believe they each did some throwback branding using an old font and color scheme around the same time, as well (about 5-10 years ago maybe).



I selected Target as one of the brands I have grown to adore even though from a personal preference I am red averse. Their branding is masterful in that the company's signature red is used in advertising and as part of the in store experience so that it captures the audience's attention just long enough to reinforce the brand without overpowering its products. Additionally, I think the branding, through context, has expertly diffused any "warning" or "danger" connotation that could be interpreted from the same color red with a lesser or different attention to context.

These are all really valid points and I feel the same way about the color red! The target logo reminds me more of an exclamation point than a warning sign, which goes to show how incredibly well it was designed. It seems playful and smart. Recently in another class, we had a conversation about how Target is clever to put a positive spin on their "cheaper" or more inexpensive products — instead positioning them as great deals for the smart, savvy shopper. I'm always impressed with Target's marketing and their logo is no exception, thanks for sharing!

I love target as well! Its easy to grab your attention with the red color. I feel like it was a bold move to use the color red as their marketing!

One of my very favorite logos is the Amazon logo. Say what you will about the company itself... They are masters of branding.

It's obviously not the most colorful logo, and I mainly love it more for its overall design, but I think the yellow-orange of the arrow is perfect. It is a great balance of the happiness conveyed by yellow (in keeping with the smile-shaped arrow) and the confidence and warmth conveyed by orange. I don't know that my interactions with Amazon have ever made me feel particularly warm, but I definitely always have confidence in them getting my orders to me as quickly as possible.

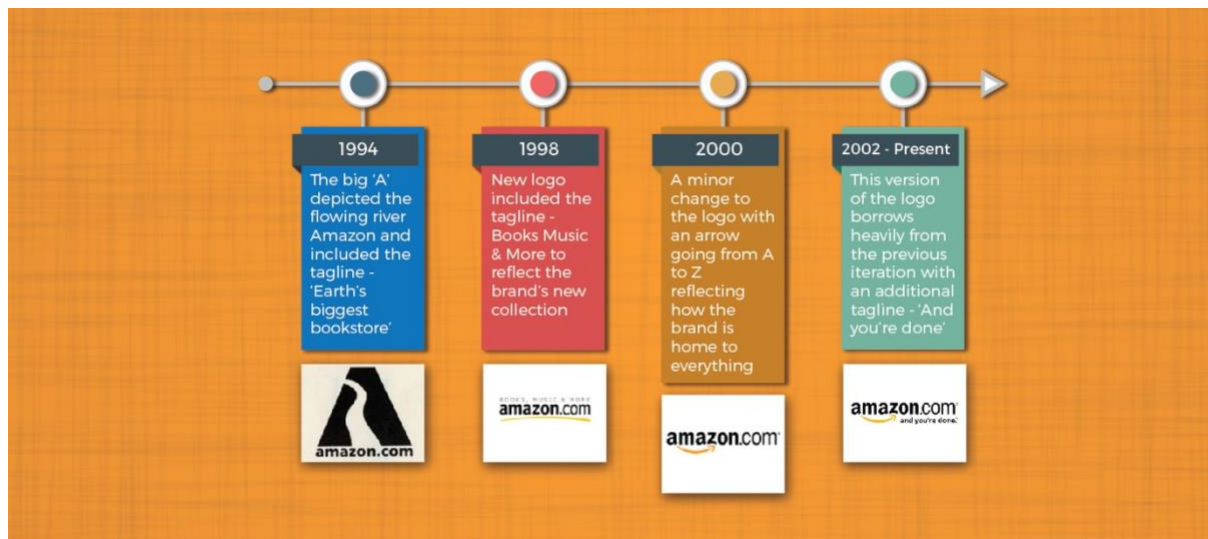
On the other side of the coin, and in terms of a strong, instant reaction, I really dislike the colors in the logo of this company I worked for briefly.

It actually isn't either of the colors individually that bother me, it is strictly the combination of them. Not to offend anyone if these happen to be your favorite colors, but to me they just scream "Barney the pukey dinosaur."

Hi Stephanie,

I agree with what you said here about both Amazon and PeopleMaven logos. The orange smile is the highlight of the brand logo, which gives people a welcome feeling, while the black Amazon logo sort of "stabilize" the professional tone. I've done some research on famous brand logos and found the evolution of Amazon logos which you may find interesting:

<https://www.pinklemonade.in/marketingmaximus/8-famous-logo-designs-and-what-to-learn-from-them> (Links to an external site.)



Personally, I also dislike the individual colors violet and yellow-green, and I don't use these colors at all when I work on my design. So to me the combination of these two colors make the PeopleMaven logo worse in both color tone and aesthetic wise.

Cheers,

Stacy

I agree about the amazon logo. They have just the arrow that acts as a smile on their boxes that are delivered and it is instantly recognizable. I don't think the words are necessary. They are along the same lines as the nike swoosh and Apple's apple.

I select the airline logo Thai Airways for the branding color I detest. When I think about color combinations, the first one that came to my mind is the combo of *yellow / yellow-orange and violet*, which I dislike very much. Apologize to anyone who likes these two colors! To me, I don't know why, but when these two colors combine together and happen on an object, I incline to avoid it naturally. This combination gives me an outdated, old-fashioned, unprofessional feeling, which doesn't give me great aesthetic pleasure.



Personally, one of the modern, professional, lively color combinations is *yellow-orange + navy blue + white*. Another airline logo which I found more pleasing is Singapore Airline. I think white is an important color when it comes to design, which can give more "space" for the design to "breathe". Yellow-orange is a warm color which gives fresh, lively feeling, while navy blue is a very professional cool color.

**SINGAPORE
AIRLINES**



I agree with not liking these logos and colors, they don't catch the eye and are not the most attractive!!

Hi Stacy,

I used to also dislike this color combination (purple + yellow), but when I was in college, those were precisely our school's sporting colors, and because I had to see them oooover and over again and help design materials for the teams, I started liking them in the end. This is a pic of the students cheering in one of the annual competitions and a logo I designed for the jerseys many years ago:



I guess our experiences end up shaping and reshaping our color preferences, which may change a lot during our lives.

-Lilia

I've always hated the classic Mastercard logo, and for the longest time I thought it was due to its colors (red and yellow) that seemed loud, obnoxious, and irrelevant to the brand. I thought it was an atypical color choice for a financial brand where you see a lot of blue and green hues.



Earlier this year Mastercard changed their logo, and added a secondary color to the mix – now using an orange color in between the yellow and red circles. Now I find I'm less averse to the logo. What a difference a third hue can make! The orange adds another dimension of complexity to the two primary colors, softening the transition so they seem more cohesive as a whole. The colors now seem to tell a story, rather than sit in odds with one another.

I think they also made the right decision in removing the wordmark from the circles, especially its awful drop shadow, because now the viewer is able to interact with the hues directly without being interrupted by the word "MasterCard". In many instances, they use the logo symbol without an accompanying wordmark, which I also applaud. If a company has a strong enough brand recognition and can afford to drop the brand name from their logo, more power to them!

This is a really good choice! I hadn't realized they'd updated their logo and this really is a huge improvement. The old logo looked several decades outdated. This one is simple, clean, and works well at the tiny size it would be on a credit card. The updated typography is honestly a relief to see. I also really like your point about being recognizable enough to drop their name from their logo. The only brands I can think of that can do this are really successful, like Target, Apple, or Amazon.

I adore Reese's but I have always hated their colors. It's basically an analogous scheme –orange, yellow, and brown – and could theoretically be pleasant to look at, but the yellow and orange are way too saturated for my taste. The only neutral tone, the dark brown, is used as an accent and does very little to balance the vibrant hues.

As far as I've been able to find, the Reese's brand has always been orange, yellow, and brown. I believe it's supposed to echo a Reese's cup's actual colors: brown milk chocolate, tan peanut butter, and the dark brown wrapper. On that note, I especially don't like how the brand colors look with the neutral, muted tones of the actual cup, which often shows up on packaging and in ads. There isn't enough contrast between the orange and the chocolate but somehow there is enough difference to be extremely unappealing.

However, as much as I dislike looking at it, I do think that Reese's branding is extremely effective. There's no other candy that uses these colors, and I can't think of any other product at all that uses orange and yellow like this. Perhaps most importantly, I have never not wanted to eat a Reese's after seeing the logo.

The uniqueness and garishness of these colors make them instantly spot-able on grocery store shelves and instantly recognizable in other contexts like, for example, when my tv screen suddenly becomes solid orange for a commercial. So, although I absolutely hate these colors, I would never suggest that they change them.



Hi Carolyn,

It's funny, I totally agree with you, this is not a palette that aesthetically attracts me at all! I don't like the saturated orange and although it's an analogous palette, it just doesn't seem to *fit* somehow. But at the same time, it's indeed very unique and it makes me hungry for chocolate, so I guess it's very effective. Great choice!

-Lilia

I hate both yellow and orange, but Reese's are my favorite candy. I think the colors are extremely effective. They are able to stand out among other candy bars and if you just had the three colors next to each other, I am sure people will still recognize them as belonging to Reese's. It may be more of a simple color scheme, but it is extremely effective.

When I think of color branding, food is what I believe to be the most prominent. McDonalds, Burger King both use Red and yellow to have their signs stand out. While living in California, fast food signs like these stood out while driving on Main Streets and with living in the city stand out in a crowded area filled with people. I feel that no matter where you live all over

the world these signs stay the same with the same bright and exciting colors. I don't particularly like fast food signs because I do try to start away from eating their food. But being the business aspect side It does grab attention and bring in customers increasing business and profit.



The first logo that came to mind when reading this assignment was the one for Barbie.

Barbie

When I was a kid, I didn't like playing with dolls or any toys that were considered "feminine"; I enjoyed building things or playing with toy animals or cars (which were considered more "masculine" toys). And whenever I would get a Barbie as a gift from distant relatives who didn't know me so well, I would give them away to friends. I was also never a girl who liked dresses or princess things.

Because of all this, I think I developed a big resistance towards the Pink color. I never had any clothes or decoration items in that color. So I also tend to dislike any brand that uses that color, this specific bright and saturated Pink.

This might be a matter of my personal taste, but I believe it's also affected by the way society shapes us. I can't help but associate pink with "girly", extra feminine things, which I don't think fits me, and so I am not able to *really* connect with logos like these:

COSMOPOLITAN T-Mobile



AVON



Barbie



Does anyone feel the same way?

I feel the same exact way!!! I love that you also included brands that aren't meant to be "feminine" like Lyft and T-Mobile. It's interesting how gendered colors become. It's part of socialization and it's frustrating. Similarly to how you can buy a "women's" deodorant that has the same exact ingredients as a "men's" deodorant... but one is pink and the other is blue. I find that to be the case with skincare branding as well - i.e. Glossier

Glossier.

But it's funny how the shade of pink ("millennial pink") has changed and evolved and might be more inclusive now... maybe more gender neutral?

Lilia, I definitely see your point especially since Pink is utilized by brands that are geared towards females.

There are some pink derived logos and brands that I find more agreeable than others. But what I find most interesting that the feminine connotations we have towards the color pink, was not always perceived this way in society. It wasn't until around the middle of the 20th Century a shift took place and pink acquired its girly feel.

As Western cultures have a somewhat gender-divided relationship with pink, Eastern cultures have a different take on this color. In Japan pink blossom trees represent fallen warriors and the color has masculine associations. In China pink wasn't even a recognized color just a shade of red, and carries all the same positive associations and isn't linked to gender, and in Korea it represents trust.

It's fascinating how a color can be perceived so differently from culture to culture.


The first thing I thought of was pink logos! Both the color and the brand Pink. Although I did play with Barbies and consider myself feminine, I never found stereotypically feminine pink hues appealing. I never connected with Victoria's Secret and Victoria's Secret Pink.

It bugs me when the Pink logo is in a different color other than pink. The name and the brand confuse me. Based on their product offerings and marketing campaigns I believe Pink's target demographic are teens and tweens which I find a little disturbing.

In addition, the color pink reminds me of toddlers, children, and desserts, and the latter being the only category I could "connect" to the color pink because it reminds me of childhood sweet goodness contained in a generic pink box used to transport donuts and steam buns.







WOODOO DOUGHNUT

PORTLAND OREGON
☆ 22 SW 3RD ☆
97204
☆ 503-241-4704

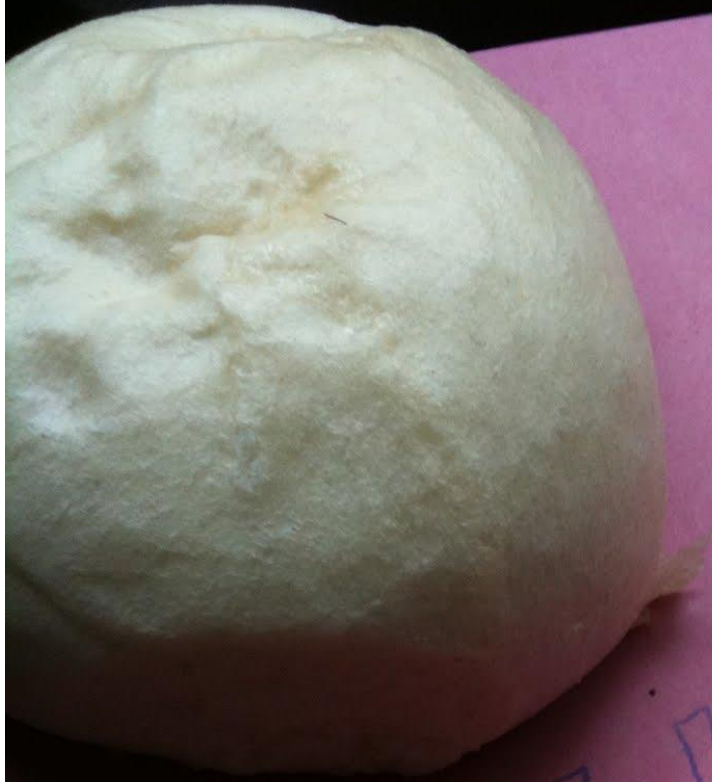
EUGENE OREGON
☆ 20 E BROADWAY
97401
☆ 541-868-8666 ☆



PORTLAND OREGON
1501 NE DAVIS ☆
97232
☆ 503-235-2666 ☆

☆ DENVER COLORADO
1520 E. COLFAX ☆
80218
☆ 303-537-3666

GOOD THINGS COME IN PINK BOXES



LIBBY
MANAPUA
SHOP
410 KALIHI ST. • PHONE • 8

The above (last) photo is so bad! It looks like there is a hair on that bun. Just FYI I have never been to this place. Lol.



I have two logos that I do not think are very successful in branding. I have always hated the gap logo, but that is more of a combination of type and color choice. Every time I see it it just feels so old- like they are selling to a much older generation. I know they are not, but it makes me cringe every time I see it.



The other brand I thought of that I do not think exemplifies successful color choice is the candy bar whatchamacallit's. The colors are horrid in my opinion. It does not catch my eye if passed in the store and it does not make me hungry when I look at it.

One company I do think created a successful brand is a skin care line called Mario Badescu. I have used these in the past as examples for great use of type as a hierarchy, but I also think the color is nice. It evokes a calm and cleanliness that pairs wonderfully with a skin care brand.



Supreme

Supreme's logo has a very distinct coloring. It cannot be Supreme without including the red box logo surrounding it. Without the red coloring, the stickers littering the streets and skateboard and bumpers everywhere would not pack such a huge punch. It is distinct. The letters within the red could say anything, and you would automatically be reminded of Supreme because it is

amongst a group of brands in fashion, streetwear, skater culture that doesn't typically use red as a defining color in branding.

Coral is a shade that affirms life through a dual role of energizing and nourishing.

Trendsetting brands such as Airbnb and Apple's use of coral tones in their advertising throughout 2018 as a sign of the shade's upcoming popularity. Which held to be true as Pantone dubbed Living Coral 2019's color of the year. Coral speaks to our society's innate need for both optimism and joyful pursuits.



The use of coral tones in Acne Studio & Benefit Cosmetics branding, both make great use of a color that is so deliberately optimistic. I can say that this color was never on my radar, but after looking at a few brands that have made successful use of it, I find myself drawn to the hue more than ever before.



benefit
SAN FRANCISCO



*Laughter is the
best cosmetic...so
grin and wear it!*

benefit
SAN FRANCISCO