



## THE PSYCHOLOGY OF LOGO DESIGNS: MORE THAN MEETS THE EYE

THE PSYCHOLOGY OF LOGO DESIGN IS ONE OF THE MOST OVERSIMPLIFIED ASPECTS BEHIND THE PROCESS OF CREATING A LOGO. WE DELVE DEEPER IN TO THE REAL MEANING OF LOGO DESIGNS AND THE ART BEHIND CHOOSING A PERFECT LOGO FOR YOUR BUSINESS.

### HOW INFLUENTIAL IS COLOUR?



### COLOUR CAN IMPROVE



## CHOOSING A COLOUR FOR YOUR BRAND

<p><b>BLUE</b></p> <p>SECURE, CALM, HONEST, STRONG, CARING, TRUSTWORTHY</p> <p><b>COMPANIES</b></p> <p>f Ford VISA BARCLAYS</p>	<p><b>RED</b></p> <p>ENERGY, LOVE, EXCITING, ACTION, BOLD, PASSIONATE</p> <p><b>COMPANIES</b></p> <p>Coca-Cola Disney Red Bull Kellogg's</p>
<p><b>ORANGE</b></p> <p>HAPPY, SOCIABLE, FRIENDLY, AFFORDABLE</p> <p><b>COMPANIES</b></p> <p>nick PING PONG orange Fanta</p>	<p><b>YELLOW</b></p> <p>LIBERAL, PLAYFUL, OPTIMISTIC, FORWARD THINKING, CONFIDENT</p> <p><b>COMPANIES</b></p> <p>McDonald's Shell BIC</p>
<p><b>GREEN</b></p> <p>GROWTH, ORGANIC, NATURAL, CARING, FRESH, EARTH</p> <p><b>COMPANIES</b></p> <p>SUBWAY GREENWORKS STARBUCKS COFFEE Spotify</p>	<p><b>PURPLE</b></p> <p>IMAGINATIVE, CREATIVE, NOSTALGIC</p> <p><b>COMPANIES</b></p> <p>Hallmark Cadbury YAHOO!</p>
<p><b>BLACK</b></p> <p>SOPHISTICATION, LUXURY, SEDUCTIVE FORMAL, AUTHORITY</p> <p><b>COMPANIES</b></p> <p>BBC SONY PLAYBOY CHANEL Hilton</p>	<p><b>MULTI COLOUR</b></p> <p>MULTI-CHANNEL, POSITIVE, PLAYFUL, BOLD, BOUNDLESS</p> <p><b>COMPANIES</b></p> <p>Google NBC ebay</p>

## CHOOSING THE RIGHT FONT HOW THE GLOBAL BRANDS DO IT

**PEZ**®

THE SWEET MANUFACTURER PEZ USES A FONT THAT IS A VISUAL REPRESENTATION OF THE VERY SWEETS THEY SELL - IT'S PLAYFUL YET SIMPLE. JUST LIKE THE TOY MECHANISM THAT DISPENSES THEIR SWEETS.

**HSBC**

HSBC USES A CLASSIC SERIF FONT IN UPPERCASE LETTERS PORTRAYING ITSELF AS:

- TRUSTWORTHY
- STRONG

**SCALING**

GAP MADE ITS LOGO PARTICULARLY WIDE TO CREATE A DISTINCTIVE STYLE. USUALLY A REGULAR SCALE IS MOST APPROPRIATE BUT LOGOS LIKE GAP DEMONSTRATE HOW ALTERNATIVE DESIGNS CAN WORK.

**SPACING**

FEDEX HAS MINIMAL SPACING TO SUGGEST A TIGHT, PUNCTUAL SERVICE. SPACING REFERS TO THE GAPS BETWEEN THE LETTERS.

**FedEx**®

## WHAT IS THE ROLE OF SHAPE?

◆ OUR SUBCONSCIOUS MINDS RESPOND IN DIFFERENT WAYS TO DIFFERENT LOGO SHAPES.

◆ STRAIGHT LINES, CIRCLES, CURVES AND JAGGED EDGES ALL IMPLY DIFFERENT MEANINGS AND SO A SKILLED LOGO DESIGNER CAN USE SHAPE TO INFER PARTICULAR QUALITIES ABOUT THE BRAND.

**CIRCLES, OVALS & ELLIPSES**

PEPSI HYUNDAI LAND-ROVER GE SECURE COMPUTING

- ◆ POSITIVE EMOTIONAL MESSAGE.
- ◆ USING A CIRCLE IN A LOGO CAN SUGGEST COMMUNITY, FRIENDSHIP, LOVE, RELATIONSHIPS AND UNITY.
- ◆ RINGS HAVE AN IMPLICATION OF MARRIAGE AND PARTNERSHIP, SUGGESTING STABILITY AND ENDURANCE.
- ◆ CURVES OF ANY SORT TEND TO BE VIEWED AS FEMININE IN NATURE.

**SQUARES & TRIANGLES**

DOMINO'S PIZZA LEGO adidas MITSUBISHI

- ◆ STRAIGHT EDGED LOGO SHAPES SUCH AS SQUARES & TRIANGLES SUGGEST STABILITY IN MORE PRACTICAL TERMS AND CAN ALSO BE USED TO IMPLY BALANCE.
- ◆ STRAIGHT LINES AND PRECISE LOGO SHAPES ALSO IMPART STRENGTH, PROFESSIONALISM AND EFFICIENCY.
- ◆ IT HAS ALSO BEEN SUGGESTED THAT TRIANGLES HAVE A GOOD ASSOCIATION WITH POWER, SCIENCE, RELIGION AND LAW.
- ◆ THESE TEND TO BE VIEWED AS MASCULINE ATTRIBUTES, SO IT'S NO COINCIDENCE THAT TRIANGLES FEATURE MORE PROMINENTLY IN THE LOGOS OF COMPANIES WHOSE PRODUCTS HAVE A MASCULINE BIAS.

**VERTICAL LINES & HORIZONTAL LINES**

IBM TOBLERONE HONDA CISCO WISCONSIN FILM FESTIVAL

- ◆ OUR SUBCONSCIOUS MINDS ASSOCIATE VERTICAL LINES WITH MASCULINITY, STRENGTH AND AGGRESSION, WHILE HORIZONTAL LINES SUGGEST COMMUNITY, TRANQUILITY AND CALM.
- ◆ THE IMPLICATIONS OF SHAPE ALSO EXTEND TO THE TYPEFACE CHOSEN. JAGGED, ANGULAR TYPEFACES MAY APPEAR AS AGGRESSIVE OR DYNAMIC. ON THE OTHER HAND, SOFT & ROUNDED LETTERS GIVE A YOUTHFUL APPEAL.

### REFERENCES

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