The Study of Color in the Design of Brand Trademark

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Abstract: A brand image is inseparable and reflects the strength and DNA of a brand, and includes name, packaging, graphic design, etc. Its content is made of two parts: tangibility and intangibility. The logo is a key design element. Therefore in logo design, the proper use of colors is of great importance.

Key words: brand image; logo design; brand trademark

1. Chapter One: Brand Image

1.1 Content of a brand image

The brand image refers to the personality and characteristics that the enterprise or its brand has shown in the market and the minds of the public. It can reflect both the public and the consumer's evaluation and recognition of the brand. A brand image is inseparable and reflects the strength and DNA of a brand, and includes name, packaging, graphic design, etc. As the image is the brand’s groundwork, corporations have to pay more attention to shaping the brand image.

The brand image is caused by the interactions between subject and object. Told from psychological angle, image is the mental picture people have in reaction to the object [1].

1.2 Structure of a brand image

A good brand image is a powerful weapon in market competition as it can deeply attract a large number of consumers. Its content is made of two parts: tangibility and intangibility.

Brand image is also called “functional brand image”, that is, the brand linked to its products and services. Told from a user angle, “functional brand image” is the ability to meet the demands of its functional requirements. For example, washing machines have the ability to reduce the family burden; cameras have the ability to record a moment in time. These are the basics: The image of your company is based on. People will combine the functional characteristics and brand image together once they have contact with the brand.

As for the intangibility, it mainly refers to the unique charm of the brand, something which makes it better than other similar products. With the growth of social economy, the richer commodity, people constantly improve the level of consumption. Consumers not only need corporeal products, but also need immaterial services. Here, immaterial services mainly reflect people's feelings; display their status and more variety [2].

1.3 Significance of Logo

The logo is a key design element. It can catch the consumers’ attention and let the public have a deep understanding to its company culture and innovative theory. Logo is the Greek word for “logos”. It is the commodity economy product which is different from that of ancient. Logo is necessary as an important media to send information which bears the intangibles. Trademarks, as signs CIS strategic enterprises the main part of the corporate image transfer process is the use of the most extensive and highest frequency, but also the most crucial element.

Logo design which seems secondary decides the fate of the brand.

2. Color design of Logo

2.1 Basic connotation of color

Color, you might call it “a quiet salesman”. That is to say, use color to attract consumers’ eyes. To Marketing, transmit information to consumers what Commodity this is matters the most. Especially in the internet transactions, consumers want to understand the characters of the commodity by seeing the pictures. Therefore, we have to fully meet their requirements. In order to better design the website by using color, we should first have at least some idea of color.

There are many colors in nature, for example, roses are red, the sea is blue, and oranges are orange. But there are only three basic colors: red, yellow and blue. Other colors can be made by them. The three colors are called the three original colors.

Hue refers to the appearance of color. Luminosity is an objective description of one of the characteristics of color. It is the relative lightness of a color expressed in percentage. Purity is also known as color saturation. Saturation is that property of a color which indicates the purity or amount of white contained in the color.

The color of Protean, rich diversity can divide two
kinds big: Be fastened without color and color is fastened. The color that fastens without color has a kind of main character only----Lightness, such as white, gray, or black. Having color is: It is colorific the biggest feature, point to red, orange, yellow, green, green, blue, violet wait for color

Colorific 3 elements are hue, intensity of illumination and purity. Rational and effective deployment of the three elements of color can play and perform in order to come to an end without the symphony of colors.

2.2 Color in the logo design

Just as our ears should appreciate all kinds of music; our eyes should see all kinds of colors. It’s very difficult to imagine a world without colors. Color can meet a human’s emotion experience and express the abundant inner world of people. Therefore in logo design, the proper use of colors is of great importance.

In addition to mental appearance, it has to be a recognizable image, as a background color, it is widely used in a series of graphic designs. Plus we will see some classic colors that will strike a chord and some things the colors remind us of.

Blue is always a fashionable color----equals calmness, tranquility and harmony. The logo designers are lucky because they can use 216 colors and there are many kinds of blue in it for them to choose. On the other hand, blue is not suitable for the food. Because the planet seldom has blue food. Blue color food can only restrain the appetite of people.

It causes people to feel sad if undertone and cool color (for example, green) are put together, put blue and neutral color (gray or cream-colored) together is believed to be a good greeting color.

But be cautious with orange and blue, because the collocation makes people have an unstable sense.

Cream-colored is a neutral color, representing “practical, conservative, and independent”. It can be a bit boring, but it is unadorned as a background color. Like brown and green, or blue and pink. Cream-colored is a great color as a background color, because it helps to read the design intent to its limit.

It is generally believed that black is a color represents sad, serious and depressive.

But on the positive side, black is regarded as an experienced and mysterious color.

You should handle this color very cautiously if you put it as the main color----if you design a children's bookstore, black was the worst choice.

Brown is another conservative color, representing “steady, plain, and comfortable”. If we don’t use it properly, it would be very annoying, just like black. An example of the successful application is pictures with brown in it. In some situation, it can express healthy ideal and family outings.

Always use the color green with the greatest caution, because for most people, it causes strong feelings, both positive and negative. But there are situations where it is a friendly color which shows loyalty and smart. Green is often used in the banking and public finance sectors, areas of production, health-care arenas, but deep inside lots of people’s heart, green is often spoken of envy, abjection.

In most cases, gray represents conservative, practical, sad, safe, and reliable. It may be a boring color, shows staid, cheerless. It's unbelievable to use it as the background.

If you don’t want to convey the conservatism to your customers, you’d better choose other neutral colors as the background, like light brown or white. If mixed gray with cool colors, it would be successful in showing depression and discouragement.

For most people, heliotrope is another color which can express feelings, usually used in romantic story or elegant places to miss old times.

Pink and heliotrope Are full of tenderness and femininity whether you like the colors or not. Use it according to the individual particular case. Purple with a mysterious air of nobility, it is a noble color. It is not only a good choice but the only choice in nontraditional and creativity areas.

Orange is warm color, meaning enthusiastic, dynamic and delicate. If you're going to portray beautiful and attractive, please use orange! As a Prominent hue, it will stimulate your customers’ emotions. Therefore, please use it economically. And please use orange and blue carefully.

Red is the most enthusiastic color which expresses enthusiasm and passion; Fire and heat; Speed and hot; Generosity and excitement; Competition and inroads, all can be shown by red color. It may be a exciting, restless color. But it is not good to use it with brown, blue or heliotrope. The temperament that the red color shows is easily to express your feelings just like orange, brown and yellow.

Yellow is the color of the sun, so it expresses an optimistic, happy, idealistic and imaginative spirit. If you really set your mind to use yellow, it would be a good choice to use yellow as a background to make a attractive result with muted colors.

Psychologically speaking, White symbolizes purity and cleanliness, it has always been the most common color as a background color in design as it is easy to identify. as a sort of “colorless” background color, we can apply colors whatever we like.

In designs, we have more colors to select, we’d better choose the most suitable ones.

2.3 Logo designs of the modern and contemporary art
In the current competitive market situation, in order to attract consumers, the designer requires to obtain and update knowledge and insights constantly.

To meet the changes in Contemporary aesthetic mentalities, designing as a purposive art creation activity, it has explicit attribute and must adapt to the social development and material life. Moreover, we have to be compatible with the whole era social aesthetic culture development.

Therefore, the use of color techniques of expression in logo design, we have to not only subject to the expression of the brand’s style, but also adapt to the customers’ aesthetic concepts, only in this way can we perform effectively.

Through the understanding of the above Color Principles, technology of color-matching, aesthetic requirements of art, we can find that it is very important to master the automatic color matching, colors can give more force to the form of a product, we should apply these colors on the logo designs naturally, plug the brand take off the wings and put up the dream!

References
