Color Psychology in Branding: Analyzing the Influence of Color Choices on Logo Effectiveness

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Abstract

Colour filters humanity's perception of the world and alters how people interact with their surroundings. It has an impact on human perception, preference, and psychology over the lifespan. Colour preferences can be seen in infants as early as three months of age, and they usually evolve with time. Certain responses to colour may be innate, while others may be influenced by culture or surroundings. In general, people choose cool colours over their warmer, more stimulating counterparts because they are comforting. One minor but crucial element of graphic design is colour. It permeates graphic representations used in branding, advertising, and packaging. Small colour changes can significantly increase or decrease a design's effectiveness, which has significant financial implications for companies and their goods. Colour has the ability to hypnotize audiences whether or not viewers are conscious of its effects. The latest statistics from the ministry and the SMB chamber of commerce indicates that over the previous ten years, the number of small and medium-sized companies (SME's) in India has increased dramatically. In India, there are currently around 48 million SME's. Twenty percent of small organizations and enterprises fail in their first year of operation, and twenty-five percent fail in their third year due to poor decisions made in graphic design and colour theory.

Keywords Colour , colour theory, colour psychology , Hue, red, logo and branding

Introduction

Businesses need to put in a lot of time and money to develop a strong brand. A large retailer such as Macy's will invest roughly 5% of sales income in advertising to drive brand growth. Customers who are frequently exposed to a brand's various elements—such as its logo, packaging, and even jingle—will eventually learn to recognise its identity. Customers usually associate the brand's personality and logo with essential things. For example, some businesses have an innovative, fashionable, and lively mindset. Some, on the other hand, can be relied upon and trusted. The personality type and logo work together to create associations that strengthen brand equity by evoking strong mental and emotional reactions. Brand managers employ colour as a technique to attract new customers and facilitate brand identification. Colour is one of the design elements that is used to engage customers throughout their brief browsing sessions and influence their choices. Instead of focusing on short-term sales targets, managers are instead focusing on designing marketing strategies that are based on the consumer's views and relationship with the brand, with the goal of building customer equity. Customer favorability is a prerequisite for the development of brand equity. Customers may remember a brand when they see its logo because they associate the brand's colour harmony with it. Colour theory and graphic design is crucial for small business expansion in the digital age. They can help in the ways listed below:

1. Building a Strong Brand Identity: A visually appealing logo that effectively communicates the company's mission and values can help build a strong brand identity. This could enhance brand recognition and make small businesses more noticeable in a crowded market.

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2. Building client Trust: Well-designed graphics can convey professionalism and attention to detail, which builds client trust. This is especially important for small businesses that might not yet have a strong reputation.

3. Increasing Marketing Efforts: By utilizing powerful visual design and color schemes, marketing materials may be made more memorable and captivating. Small businesses can increase the possibility that potential clients will become paying ones by communicating with greater effectiveness through messaging.

4. Enhancing User Experience: Colour theory is a major component of user experience design. By selecting the appropriate colours, small businesses may create visually appealing and user-friendly mobile applications and websites. This could lead to higher customer satisfaction and engagement.All things considered, small businesses may profit from a strong emphasis on colour theory and graphic design by strengthening their marketing campaigns, building a strong and identifiable brand, and winning over customers.
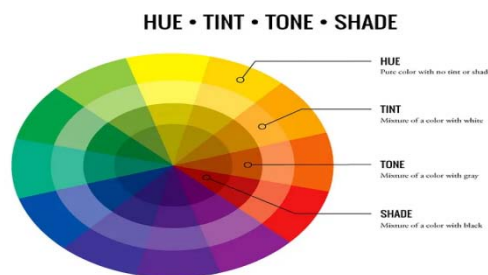
Literature Review

Nonfiction book (Clair, 2016)The Secret Lives of Colour explores the cultural and historical background of colour. Based on a column St. Clair writes for the British magazine Elle Decoration, the book is arranged into chapters categorised by colour, from white to black. Every chapter consists of multiple short, two- to four-page essays covering several tones of the same colour, each of which addresses an interesting subject related to science, history, art, or culture. There are 75 pieces total in the collection. Every page in the book has a stripe of the hue it describes around it for easy visual identification, even when the book is closed.

You can access multiple fresh case studies in the book to provide examples of the design problems. Included are more than thirty current case studies from all facets of the graphic design business. The researcher finds the most innovative design process employed by the most well-known designer of today, which is crucial if you wish to produce unique design concepts. (Wheeler, 2003)

To look into the effects of colour on people's mood, feelings, and overall wellbeing. It offers a wealth of information and tools regarding colour theory, colour psychology, colour symbolism, and colour design. A few of the sections that comprise the website include Colour Meanings, Colour Science, Colour and Design, and Colour Basics. Each section includes comprehensive information on a range of color-related subjects, including how colour affects our mood, perception, and productivity and how branding, marketing, and advertising use colour. Specifically, the "Colour and Design" section discusses how colour is utilised in several design fields, including interior, graphic, and product design. It addresses topics including colour harmony, schemes, trends, and combinations. (Colour Matters).

The essay discusses the value of graphic design for companies and how it could increase sales. The author lists five ways that graphic design could aid in an organization's growth: differentiating itself from competitors, increasing social media interaction, refining pitch decks, creating expert thought leadership reports and infographics, and creating reputable website designs. The essay also discusses how graphic design influences first impressions and how it can provide a business a polished identity that sets it apart from competitors. The profitability of your business could be greatly impacted by

graphic design since it produces eye-catching advertisements. A well-designed advertisement has the potential to grab the attention of your target audience, increase brand awareness, and ultimately increase sales. (7 ways graphic designer help to grow business , 31st May 2022)

The psychology of colour and how it influences our thoughts, feelings, and behaviours are examined in this article. It demonstrates how colour may be used strategically in branding, advertising, and website design to elicit a particular response from consumers and clients. The article discusses the meanings and connotations of several colours, such as green (which can represent development, nature, and richness), blue (which can suggest confidence, calm, and professionalism), and red (which may evoke feelings of joy, passion, and urgency). It also discusses how our perception of colour may be influenced by personal and cultural factors. The article offers some tips on how to utilise colour effectively, such as choosing dominant and complimentary hues that work well together, utilising colour to highlight important details and calls to action, and avoiding wasting excessive amount of colour can overwhelm or confuse people.This essay provides interesting insights into the psychology of colour and how it may be applied in different contexts to achieve specific goals. (Ciotti, 12th August 2020)

The essay discusses the idea of colour psychology and its importance in branding. Colour psychology is the study of colours and how they influence human conduct. The article describes the various ways that each colour influences people's emotions and behaviour. Brands can use colour to communicate a certain message and appeal to their target audience. The essay provides instances of how colours impact brand image and highlights the need of including a colour philosophy into branding strategy. The article's concluding sections discuss the importance of different hues, such as red, blue, white, and black, in branding and how they affect people's feelings and actions. (Why successful branding based on color theory , 7th July 2020)

This article discusses the psychology of logo design and how forms, colours, and typefaces affect how people perceive and feel about a business. The essay identifies familiarity, brand loyalty, self-identification, social identity, status, and emotional implications as the motivating factors that influence our purchasing decisions. Along with these concepts, the essay looks at how Gestalt theory, distinctiveness, priming, and symbolism could influence logo design. In order to promote consumer emotional connections, brand recognition, and competitive differentiation, the paper's conclusion emphasises the importance of a great logo design. (The psychology of logo design: How Colour, Shapes and Font impact your brand , Oct 18, 2021)

Environmental psychologist Sally Augustin claims that colour choices have a big influence on people's feelings and actions. People may believe that the temperature is higher when they are in warm colours like orange, red, and yellow, but cool colours like blue and green can have the reverse effect. Though most colours elicit similar emotions in people, different civilizations may have distinct perspectives and reactions to certain hues. For example, blue is usually preferred, although green has been associated with innovation. Augustin also points out that pink is calming while yellow is typically seen negatively by individuals. (Morin, 4th Feb 2014)

Logos and colour theory are essential elements for small businesses since they help create brand recognition and awareness while also influencing consumer perception and conduct. A logo is a visual representation of a business that communicates its values, personality, and goals. Customers believe that a well-designed logo can help create a positive first impression. A logo can be utilised on websites, business cards, packaging, and marketing materials. It usually serves as the first point of contact between a business and its customers. Colour theory is the study of how colours affect emotions, behaviours, and perceptions. It is imperative to consider the impact that a small business's logo, branding, and marketing materials have on customers' perceptions of it. consumer perceptions of the company. For example, blue is associated with reliability and trust, whereas red is associated with zeal and ardour. By understanding colour theory, small businesses can choose colours that enhance their brand identity and core values. In conclusion, small businesses need to understand colour theory and logo design since they impact consumer perception and behaviour, assist establish a strong brand identity, and make a lasting impression on customers.

Aims and Objectives

The aims and objectives for logo design and colour theory in the digital world can vary depending on the particular goals of the design project, but some common aims and objectives include:

1. Brand recognition: A unique and instantly recognised logo will help to increase brand awareness for the business or organisation.

2. Distinctive Identity: To differentiate the business from competitors and stand out in the marketplace, the logo must be unique.

3. Versatility: The logo needs to work and be flexible on a range of media, including as internet platforms, print materials, and promotional items.

4. Relevance: The logo should properly communicate the brand's message and be connected to the products, services, or ideals of the company.

5. Timeless: The logo should be robust and ageless to avoid the need for frequent updates or redesigns.

6. Brand identity: Colours should be chosen to reflect the personality and values of the company in order to create a consistent brand identity across all digital channels.

7. Emotional Reaction: When a colour is seen, the viewer should experience some sort of emotional response, such as excitement, calmness, or trust.

8. Readability: It's critical to use colours that help text stand out against backgrounds and be easy to read.

9. Contrast: To make the logo stand out and catch the eye of the viewer, colours should contrast with the logo's background.

10. Consistency: Using colours consistently throughout all digital platforms helps to boost brand recognition and establish the business's visual identity.

Research Methodology and Design

Quantitative research:-

Research that involves collecting and interpreting numerical data is referred to as quantitative research. It can be applied to determine averages and trends, create hypotheses, investigate causality, and extrapolate results to bigger populations. Quantitative research involves the collection and analysis of non-numerical data in comparative studies.

Survey :-

One technique to get information from a group of individuals is to ask them questions in a survey. Numerous techniques can be used to conduct surveys, such as paper and pencil, online questionnaires, telephone interviews, or in-person meetings. The main goal of a survey is to collect representative data of the population being studied so that researchers can make informed decisions or discoveries. A good survey should have questions that are straightforward, objective, and free of any rhetoric that could influence respondents' answers.

Methodology

A survey was carried out to evaluate the study's hypothesis. A Google Form was used to generate a form with several logos, brand identities, and packaging that tested colour theory. The 18 to 30 age range received the form. The form was created to find out whether or not consumers will associate conventional colours with the hues in a brand's logo, whether or not colour influences consumers' opinions about a brand's personality, and whether or not consumers think a colour is better suited for a logo when brand associations and personality are in line. The poll was sent via email and WhatsApp.

Research Design

The consumer connections with colours were measured in the survey's first section.Participants saw a logo in a range of colours (green, blue, red, yellow, dark pink, black, and white) as a test of the

hypotheses. Participants were asked to select the association that they think best fits the color in the logo from a list of five (e.g. trustworthy, natural, playful, warm, prestigious, etc.

Analysis and Findings
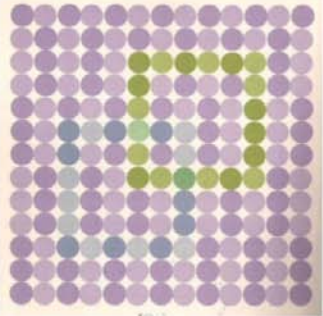
Please select the association that you think best fits the color in the logo.

- ☐ Justice
- ☐ Secure
- ☐ Passionate
- ☐ Energetic
- ☐ Stable

Please select the association that you think best fits the color in the logo.

- ☐ Trustworthy
- ☐ Warm
- ☐ Happy
- ☐ Energetic
- ☐ Playful

Please select the association that you think best fits the color in the logo.

- ☐ Protective
- ☐ Healthy
- ☐ Passionate
- ☐ Dynamic
- ☐ Exciting

Please select the association that you think best fits the color in the logo.

- ☐ Fun
- ☐ Trustworthy
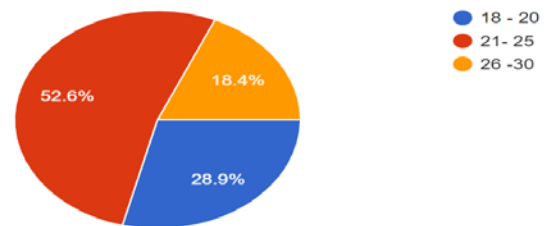- ☐ Passionate
- ☐ Prestigious
- ☐ Reliable

Analysis

Color and Significant Association	n frequency	Percent %	Total
RED			
Justice	**34**	**89.5**	**38**
Secure	32	84.2	
Passionate	13	34.2	
Energetic	4	10.5	
Stable	5	13.2	
BLUE			
Trustworthy	**32**	**84.2**	**38**
Warm	19	50	
Happy	21	55.3	
Energetic	7	18.4	
Playful	0	0	
GREEN			
Protective	31	81.6	
Healthy	**35**	**92.1**	**38**
Passionate	9	23.7	
Dynamic	5	13.2	
Exciting	5	13.2	
PINK			
Fun	**33**	**86.8**	**38**
Trustworthy	29	76.3	
Passionate	12	31.6	
Prestigious	3	7.9	
Reliable	1	2.6	
YELLOW			
Energetic	**32**	**86.5**	**38**
Trustworthy	31	83.8	
Secure	12	32.4	
Healthy	6	16.2	
Protective	2	5.4	
BLACK			
Depressing	24	63.2	
Pessimistic	**28**	**73.7**	**38**
Strong	17	44.7	
Formal	11	28.9	
Sophisticated	1	2.6	

38 responses were taken. The maximum responses were from age group 21-25 years ie 52.6%. 28.9% of responses were from age group 18-20 years. And 18.4% responses were from 26-30 years.
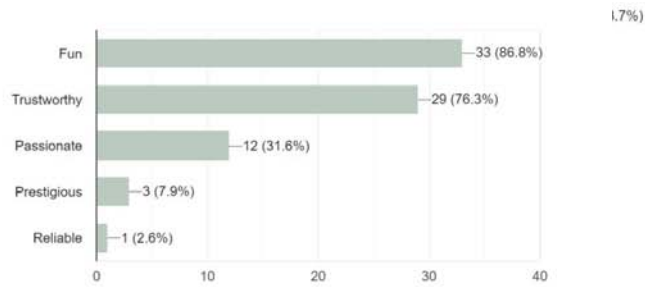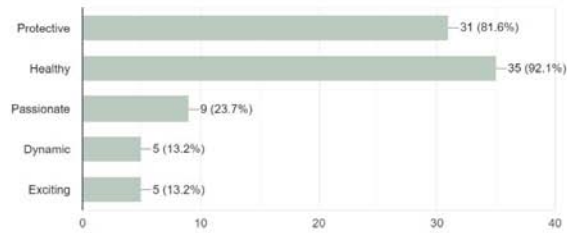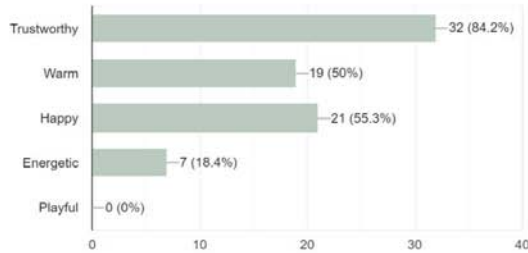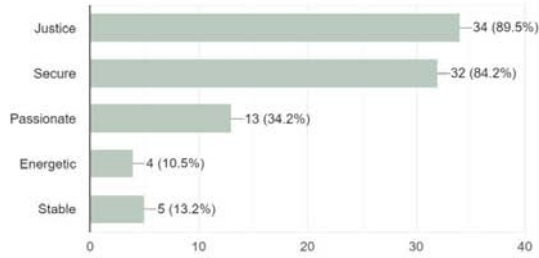
Age

38 responses

Gender
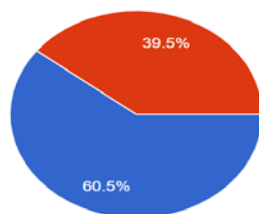
38 responses

In 38 responses 60.5 % were male respondents and 39.5% were female respondents.

Justice — 34 (89.5%)
Secure — 32 (84.2%)
Passionate — 13 (34.2%)
Energetic — 4 (10.5%)
Stable — 5 (13.2%)

Trustworthy — 32 (84.2%)
Warm — 19 (50%)
Happy — 21 (55.3%)
Energetic — 7 (18.4%)
Playful — 0 (0%)

Protective — 31 (81.6%)
Healthy — 35 (92.1%)
Passionate — 9 (23.7%)
Dynamic — 5 (13.2%)
Exciting — 5 (13.2%)

Fun — 33 (86.8%)
Trustworthy — 29 (76.3%)
Passionate — 12 (31.6%)
Prestigious — 3 (7.9%)
Reliable — 1 (2.6%)

Results

For the study, a total of fifty volunteers were sought for survey. A synopsis of the participants is provided below; for a comprehensive demographic summary, refer to the data.38There were 23 (60.5 %) men and 15 (39.5 %) women among the respondents. Of the participants, 11 (28.9%) were between the ages of 18 and 20, 20 (52.6%) were between the ages of 21 and 25, and 7 (18.4%) were between the ages of 26 and 30. The colour association test was completed by 38 (100%) participants. The colour association test with the greatest percentage is listed. The table (table 4.1) shows the major connotations of the seven colors—red, blue, green, pink, white, yellow, and black—based on their frequency and proportion. For every colour, there are a total of 38 associations. The meanings associated with each colour are listed below, and they can have a range of implications for marketing, branding, and advertising. The hue red has the largest frequency of significant meanings, including stability, justice, security, passion, and vitality, to mention a few. The colour red is associated with passion, vigour, and urgency. It is said to evoke powerful feelings, increase heart rate, and create a sense of urgency, this colour is commonly used in promotions, limited-time sales, and clearance reductions. Red is a colour that is commonly used in branding to evoke vigour, desire, and vitality. Contrarily, blue is linked to traits that are dependable, kind, joyful, vivacious, and playful. Blue is often thought of as a calming colour since it evokes feelings of safety, self-assurance, and trust. Owing to its tendency to generate sentiments of reliability and credibility, this colour is widely used in branding for the financial, technical, and healthcare sectors. Green is linked to qualities that are passionate, energising, healthy, and protecting.

Due to its associations with growth, health, and the natural world, green is a colour that is widely used to promote organic and environmentally friendly products. It can also encourage balance and has a relaxing impact, which makes it a fantastic option for health brands. Pink is regarded for being bold, dependable, passionate, refined, and reliable. Pink is often associated with femininity and is used in branding for products targeted to women, like clothing and makeup. Because it can evoke feelings of warmth and excitement, it is also commonly employed in social media campaigns and advertising. Qualities like energy, dependability, security, well-being, and safety are associated with yellow.

Qualities like energy, dependability, security, well-being, and safety are associated with yellow. Yellow usually evokes thoughts of sunshine and happy, cheery feelings like pleasure. It is commonly used in branding to promote products linked to pleasure and fun, such sporting goods and amusement parks. Not to mention, characteristics like melancholy, pessimism, strength, formality, and refinement are associated with the hue black. Black is widely used in branding to evoke feelings of richness, sophistication, and elegance. When misused, like in the case of wellness and health product marketing campaigns, it can also evoke negative emotions. In conclusion, the associations that particular hues arouse may have a major influence on branding, advertising, and marketing initiatives. Businesses that understand the psychological effects of colour can create effective commercials that connect with their target audience. While the list of organisations in the table is not exhaustive, it can be a useful starting point for businesses developing branding and marketing strategies.

Conclusions

The study's conclusions imply that colour is very important for branding, marketing, and advertising. In order to achieve their desired outcomes, businesses must carefully consider the ramifications of using different colours, as colour can elicit emotions and influence consumer behaviour. Red is a powerful colour that exudes vigour, passion, and urgency. It is commonly used to create a sense of urgency in customers during promotions, limited-time specials, and clearance reductions. On the other hand, blue is associated with stability, serenity, and dependability. Owing to its propensity to generate perceptions of dependability and credibility, this colour is frequently used in branding for the financial, technological, and healthcare sectors.

The hue green is a representation of growth, health, and the natural world. It is widely employed to advertise environmentally friendly and organic products. It's a great option for wellness organisations because it promotes balance and is calming. A lot of the time, the colour pink is associated with

warmth, love, and femininity. It is often applied in branding for products catered to women, such as cosmetics and clothes, and it is viewed as a favourable colour for social media campaigns and commercials. The hue yellow is linked to energy, joy, and good times. Usually, it evokes pleasant emotions like joy and memories of the sun.

It is widely employed in branding to support goods associated with enjoyment and amusement, such athletic apparel and entertainment parks. Not to mention, black is a shade that denotes sophistication, formality, and elegance. It is widely employed to arouse sentiments of richness, refinement, and elegance. It is important to remember that different colours may have different meanings depending on regional and cultural differences. For example, white is associated with sadness and loss in certain cultures, yet purity and innocence are associated with it in others. Just as certain cultures associate red with good fortune and joy, others associate it with risk and prudence.

Therefore, businesses need to take into account both their target demographic and the cultural context in which they operate when choosing colours for their branding and marketing campaigns. Businesses that comprehend the psychological effects of colours and the associations they evoke can create effective branding strategies and marketing campaigns that connect with their target audience. To sum up, the research offers insightful information about how colour functions in branding, advertising, and marketing initiatives. The findings suggest that organisations need to thoroughly examine the connotations attached to particular colours in order to create branding and marketing strategies that work. Knowing the psychological effects of colours and the cultural context in which they are utilised allows businesses to create commercials that resonate with their target audience and deliver the desired results. The study provides guidance on the effective use of colour to engage your target market and acts as a springboard for organisations to consider the role that colour can play in branding and marketing initiatives.

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