Color Combinations in Brand Logo Design  
(Martina Schöniger)

Language: German/English

Customers associate brands with certain colors, e.g. magenta for Deutsche Telekom, red for Marlboro, purple for Milka chocolate, etc. Companies’ brand logos can represent a company’s identity; it is important to recall the brand and it can serve as visual cue to get distinguished from the company’s competitors. Current research on brand logo design deals with several topics from finding the right brand name to different color meanings. However, brand logos often do not only consist of a single color, but of at least two different colors.

The master thesis will focus on color schemes – in specific the combination of two different colors in brand logo design. The student will do a literature review on relevant research findings. Based on those finding, an empirical study on one color combination is required. This study shall help to find relevant new insights for color combinations of two colors in brand logo design.

Introductory Literature:

