Color Blue in Brand Logo Design – The Effects of Color Combination on Brand Logo Perception (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. A company’s brand logo can represent the company’s identity; it is important to recall the brand and it can serve as visual cue to distinguish one company from its competitors. Current research on brand logo design deals with several topics from finding the right brand name to finding right font type, logo shape, logo dynamic, logo complexity and logo color. Thus far, logo color design has only been researched for a logo in a single color. 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 the color “blue”, which as single color stands for competence, in combination with the colors green, yellow, red and brown. The student will do a literature review on relevant research findings. Based on those findings, an empirical study on the mentioned color combinations is required. This study shall help to find relevant new insights for color combinations of two colors in brand logo design.

Introductory Literature:

