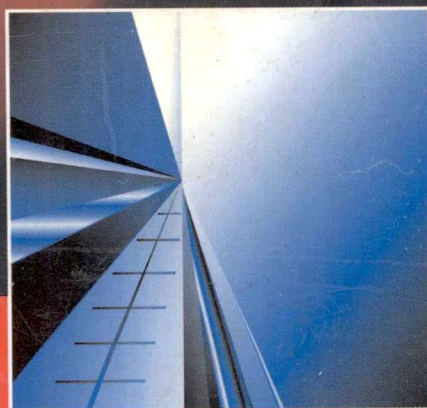


BLUE is hot RED is cool

choosing the right color for your logo



A R C
H I T
C T S

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David E. Carter

Blue is Hot, Red is Cool

choosing the right color for your logo

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Rule 1: There are no “rules” about color. Only guidelines.

Anyway, breakthrough creativity is often the result of breaking the rules. Just as in the title of this book: **Blue is Hot, Red is Cool.** (What does *that* mean, anyhow?)

Blue is a cool color, right? Blue *is* a cool color, on the spectrum, but culturally, blue is now *hot*, as in very popular. A recent survey showed that over 60% of one-color logos are blue.

Red, a hot color by most definitions is cool. *Very* cool. Although red isn't used as often as blue for one-color logos, if a two-color design is used, red will likely be one of them. So, red is cool...in. But that's just a guideline, not a rule.

Don't look to this book to give you rules such as “For a corporate look, use reflex blue.”

This book *will* give you some broad guidelines on choosing a color for the logo you are designing.

To make it as easy for you as we can¹ we chose logos to illustrate how color choice affects logo design. And to keep things simple, the logos are divided into sections. Blue, the most popular, leads off. Each section has some information that should be helpful to you.

But remember, these are guidelines, not rules—we don't want to be responsible for you breaking any rules.²



¹ Small tribute to one of the best movie scenes ever, Jack Nicholson, in *Five Easy Pieces*.

² Ibid.

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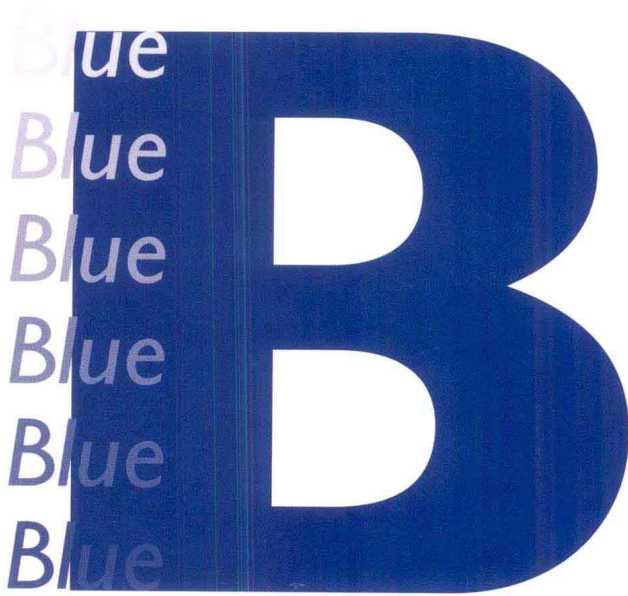
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Blue
Blue
Blue
Blue
Blue
Blue
Blue



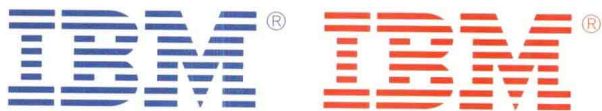
- Blue is most people's favorite color.
- Blue is tranquility.
- Blue is a sapphire.
- Blue is dependability.
- Blue is a pair of Levis®.
- Blue is consistency.
- Blue is the least appetizing color.
- Blue is tradition.
- Blue is a robin's egg.
- Blue is sadness.
- Blue is Smurfy.
- Blue is the newest M&M®.
- Blue is jazz.
- Blue is a recessive eye trait.
- Blue is great cheese.



Blue is also masculine, beginning with birth (pink for girls, blue for boys). This custom apparently emerged only in the past 100 years or so.

Blue is the color that is most free of cultural bias worldwide.

Can you imagine the IBM logo in red?



Blue is often the color of choice for “the corporate look”. If you consult a book on color psychology, you will see why. Blue communicates these traits: trust, loyalty, honesty. Going back 500 or more years (when the castle was the period’s equivalent of “big business”), you discover that in heraldry, blue signified piety and sincerity.

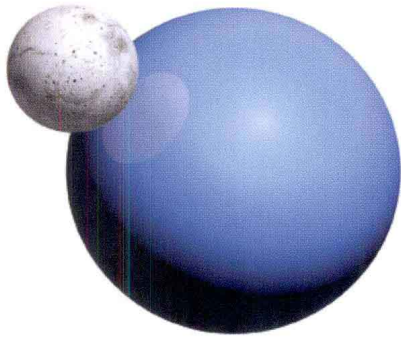
As well as blue works in communicating corporate values, it also has its drawbacks. “Blue” just might mean “depressed”. “Blue” can mean “pornographic”, as in “blue movies”.

Blue is the ocean, the sky. Although blue dominates seascapes, it is rarely seen on landscapes. Aside from the sky and ocean, blue is not a color that occurs in nature with frequency. Representing sea and sky, many seafood restaurants choose blue as a dominant interior color. However, blue rarely works well as a good color for food identity; blue is perceived as inedible.

Confused so far? Don’t be. You were warned not to expect any rules. Just guidelines—very loose ones.

Product categories:

- **Architects • Aquatic-Related Businesses •**
- **Communications Companies •**
- **Large Corporations •**
- **Religious Organizations •**



G-FORCE

COLLABORATIONS

Design Firm

McElveney & Palozzi Design Group
Rochester, New York

Designers

William McElveney, Matt Nowicki,
Dillon Constable

Client

G-Force Collaborations

Design Firm

Belyea

Seattle, Washington

Designers

Patricia Belyea,
Ron Lars Hansen

Client

A division of UtilX

CableCURE®

A SERVICE OF UTILX

Design Firm

Ikola designs...

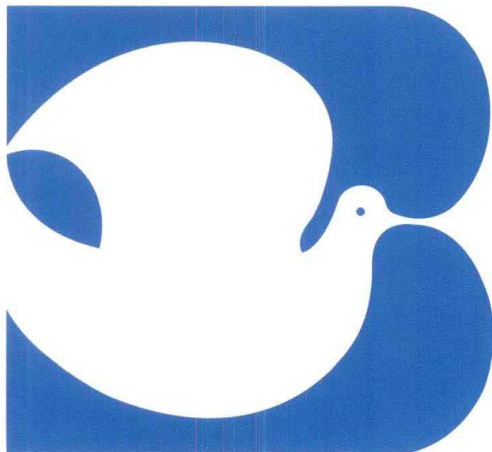
New Hope, Maine

Designer

Gale William Ikola

Client

Brunswick United Methodist Church



Design Firm

In House Graphic Design, Inc.

Waterloo, New York

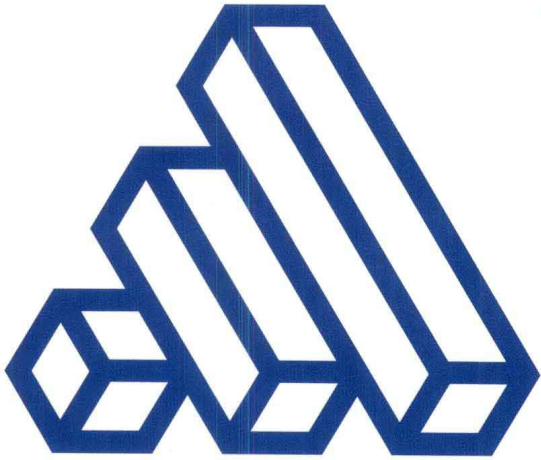
Designer

Dennis Angelo

Client

In House Graphic Design, Inc.





Design Firm
Ikola designs...
 New Hope, Maine
Designers
 Gale William Ikola
Client
 The Associated Architects



Design Firm
Laura Coe Design Assoc.
 San Diego, California
Designer
 Ryoichi Yotsumoto
Client
 Taylor Made Golf Co.

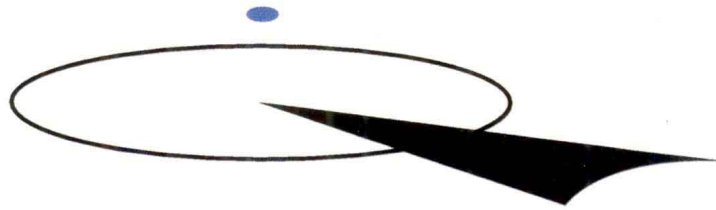


VOLK
 Packaging
 Corporation

Design Firm
Jasper & Bridge
 Kennebunk, Maine
Designers
 Alexander Bridge, Dan Howard
Client
 Volk Packaging Corporation

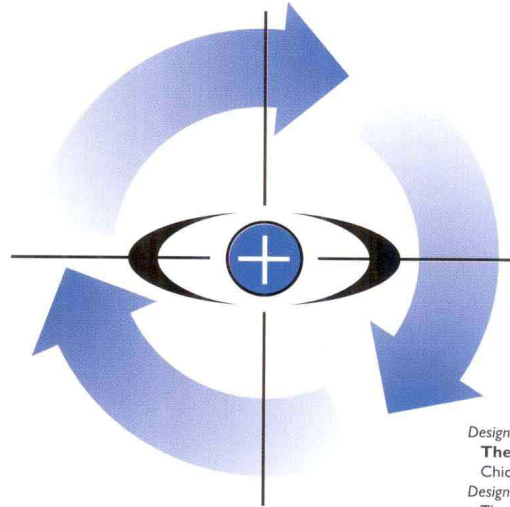


Design Firm
aire design company
 Tucson, Arizona
Designers
 Catharine Kim, Daniel Morrison
Client
 aire design company

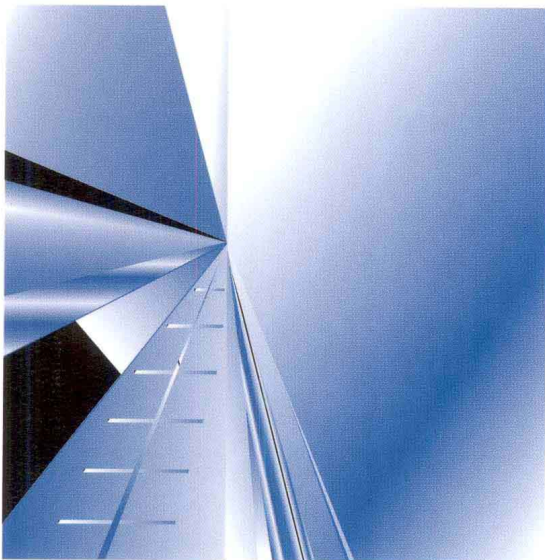


DQE COMMUNICATIONS

Design Firm
Elias/Savion Advertising
 Pittsburgh, Pennsylvania
Designer
 Ronnie Savion
Client
 DQE Communications



Design Firm
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 Chicago, Illinois
Designer
 Theodore C. Alexander, Jr.
Client
 Applied Motion, Inc.



Design Firm
Jasper & Bridge
 Kennebunk, Maine
Designer
 Kim Noyes
Client
 Michael Charek Architects



Design Firm
Joe Miller's Company
 Santa Clara, California
Designer
 Joe Miller
Client
 KSJS Public Radio



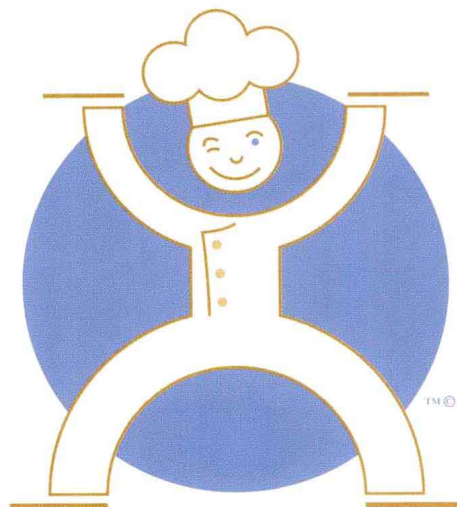
Design Firm
Hans Flink Design Inc.
 New York, New York
 Designer
 Hans D. Flink
 Client
 Chemac Inc.

Design Firm
Creative Link Studio, Inc.
 San Antonio, Texas
 Designers
 Kevin La Rue, Cheryl Abts
 Client
 Image Exchange



ATLANTIS
 RESTAURANT

Design Firm
pollen 8 studios
 San Diego, California
 Designer
 Cory Sheehan
 Client
 Atlantis Restaurant



Design Firm
Wet Paper Bag Graphic Design
 Fort Worth, Texas
 Designer
 Lewis Glaser
 Client
 J&D Products, Inc.



Rapid Response

Mortgage Center

Design Firm
Shawver Associates
Pleasanton, California
Designer
Amanda Cormier
Client
Rapid Response



Design Firm
Laura Coe Design Assoc.
San Diego, California
Designer
Darryl Glass
Client
Road Runner Sports



ENGINEERING TISSUE GROWTH
International Conference & Exposition

Design Firm
Elias/Savion Advertising
Pittsburgh, Pennsylvania
Designer
Steve Baksis
Client
ETG



AMI DODUCO

A TECHNITROL COMPANY

Design Firm

Forward

Rochester, New York

Designers

Forward

Client

AMI Doduco



RiverPoint

Tradeshows

Design Firm

Elias/Savion Advertising

Pittsburgh, Pennsylvania

Designer

Mimi Rich

Client

Riverpoint Tradeshows

Design Firm

Hansen Design Company

Seattle, Washington

Designers

Pat Hansen, Carrie Adams

Client

Digital Interactive Group

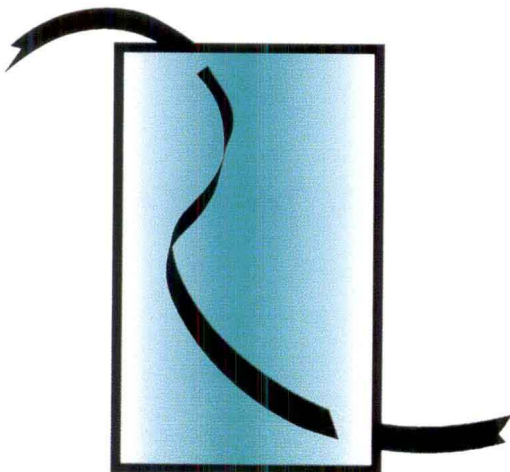


digital interactive group



Design Firm
Skeggs Design
 New York, New York
 Designer
 Gary Skeggs
 Client
 United States Canoe
 Association

Design Firm
John Kneapler Design
 New York, New York
 Designers
 John Kneapler,
 Chris Dietrich
 Client
 Brookfield Properties



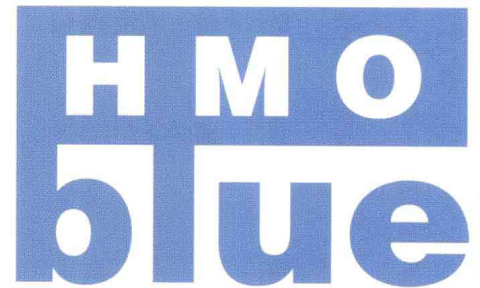
RIBBTRIM INC

Design Firm
Guarino Graphics & Design Studio
 Glen Cove, New York
 Designer
 Jan Guarino
 Client
 Ribbtrim



Design Firm
Hans Flink Design Inc.
 New York, New York
Designer
 Chang-Mei Lin
Client
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Design Firm
Crocker Inc.
 Brookline, Maine
Designers
 Bruce Crocker,
 Martin Sorger
Client
 HMO Blue



Design Firm
Supon Design Group
 Washington, D.C.
Designers
 Supon Phornirunlit,
 Brent Almond,
 Jeanette Nelson
Client
 Pace Global Energy
 Services



PACE | Global Energy Services

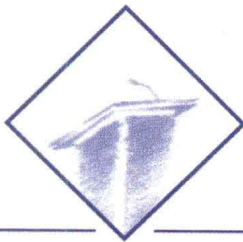
Point & Click

Design Firm
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Designer
 Michael Graziolo
Client
 Point & Click, Inc.



Design Firm
Workhorse Design, Inc.
 Lehigh, Pennsylvania
Designers
 Constance Kovar,
 Anthony Taibi
Client
 KidsPeace

Design Firm
**RCW Communication
 Design Inc.**
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 William Jensen, J.D. Cohen
Client
 National Institute of Standards
 and Technology



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THEODORA RICHARDS-BURK, CCC-SP

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 Kalamazoo, Michigan
Designer
 Rene Rodriguez
Client
 Pro Speak

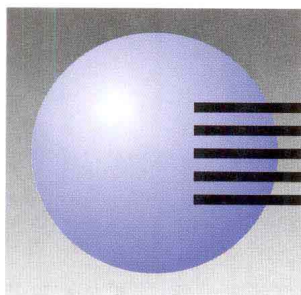
Design Firm
Cleminshaw Design Group
 Tully, New York
Designers
 Linda Cleminshaw,
 Doug Cleminshaw
Client
 YMCA of Greater Syracuse



Design Firm
Bruce E. Morgan Graphic Design
 North Bethesda, Maryland
 Designer
 Bruce E. Morgan
 Client
 Kids After School



Design Firm
Tim Kenney Design Partners
 Bethesda, Maryland
 Designer
 Tim Kenney
 Client
 Advanced Laser Graphics



ADVANCED LASER
 GRAPHICS



Design Firm
Dever Designs
 Laurel, Maryland
 Designer
 Jeffrey L. Dever
 Client
 American Association
 of Museums



Design Firm
Jasper & Bridge
 Kennebunk, Maine
 Designers
 Alexander Bridge,
 Andy Thorington
 Client
 US Felt