

*I found I could say things with colors and
shapes that I couldn't say any other way...
things I had no words for.*

-Georgia O'Keeffe

SAY IT WITH A LOGO

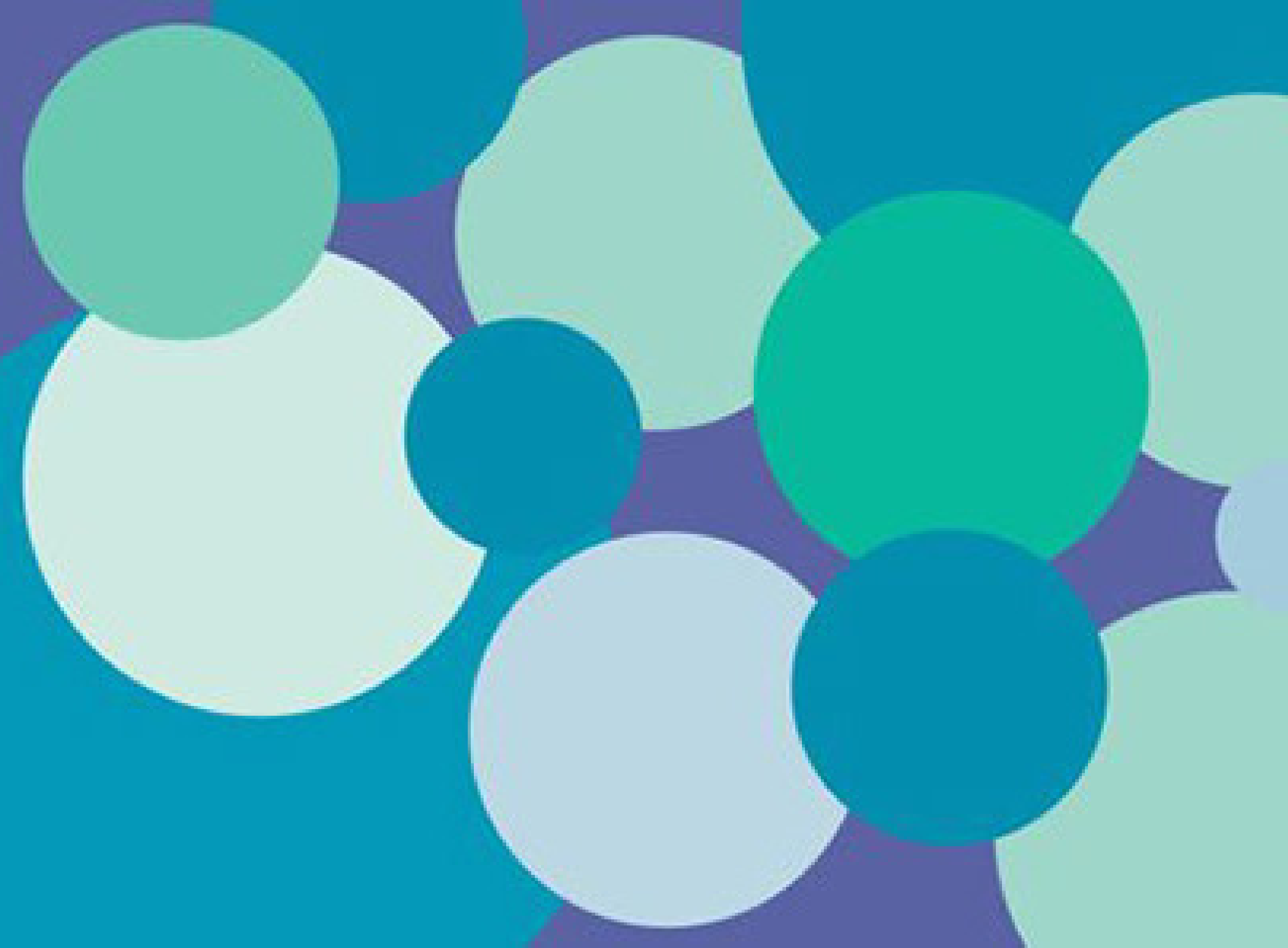
A crash course in visual branding

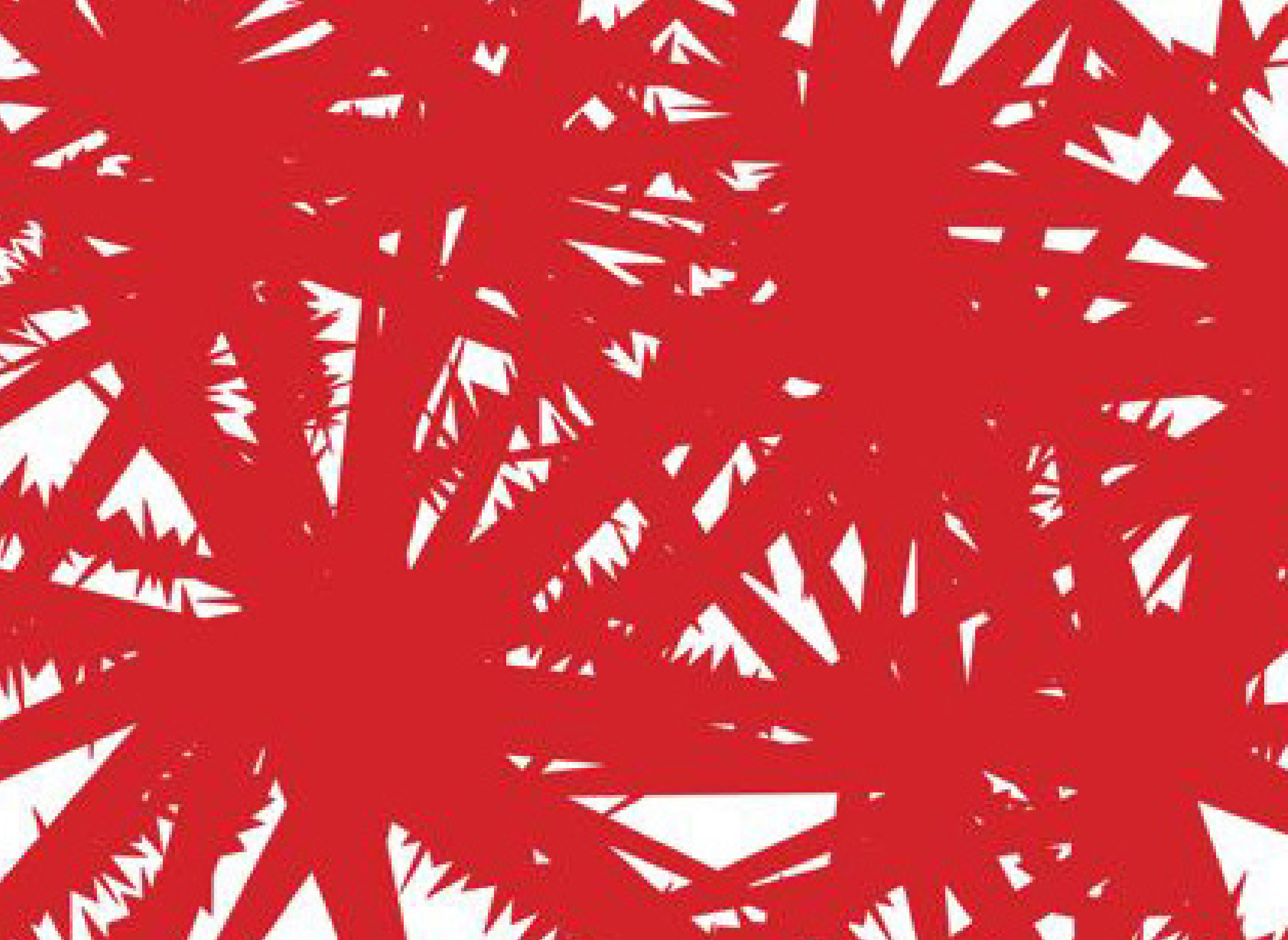
Calmness

Anger

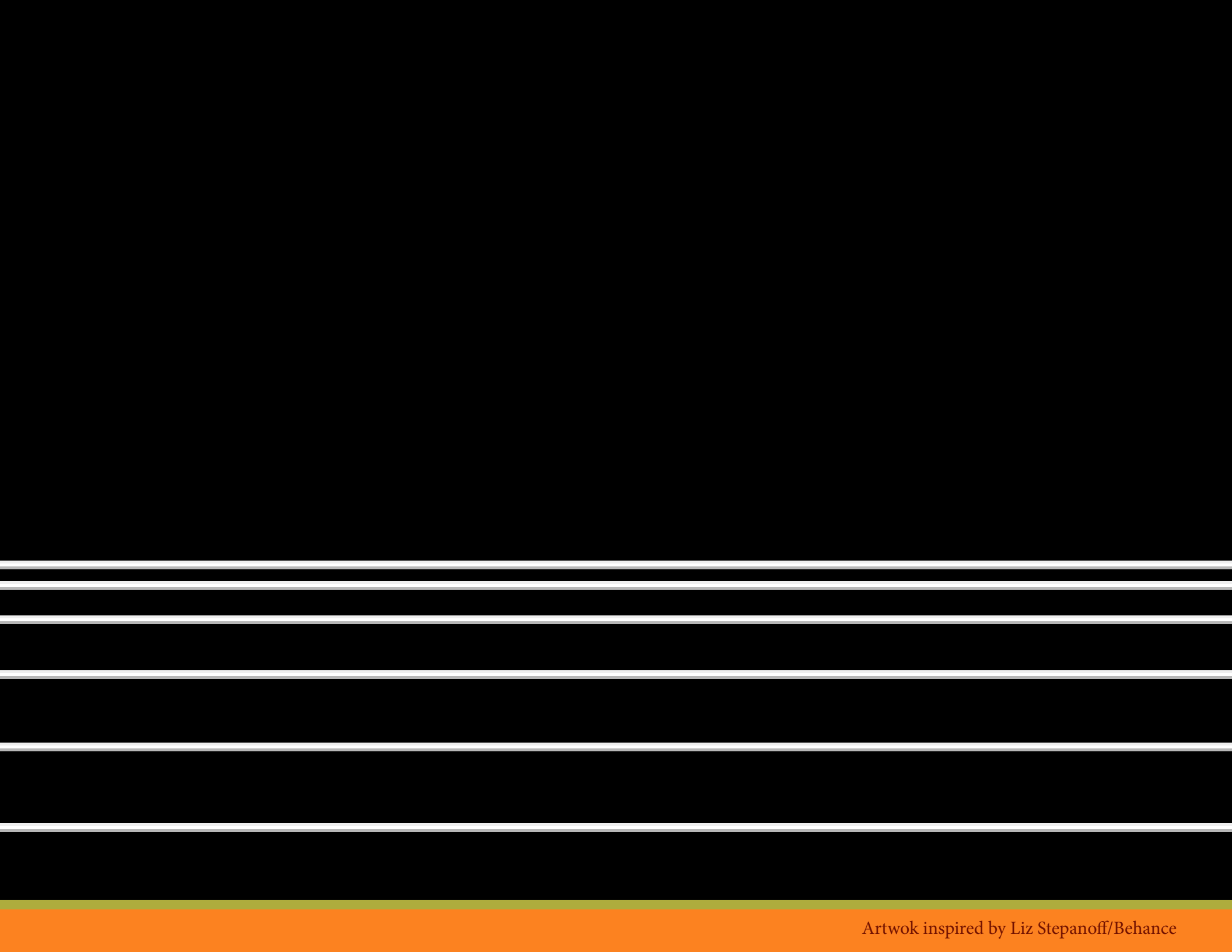
Excitement

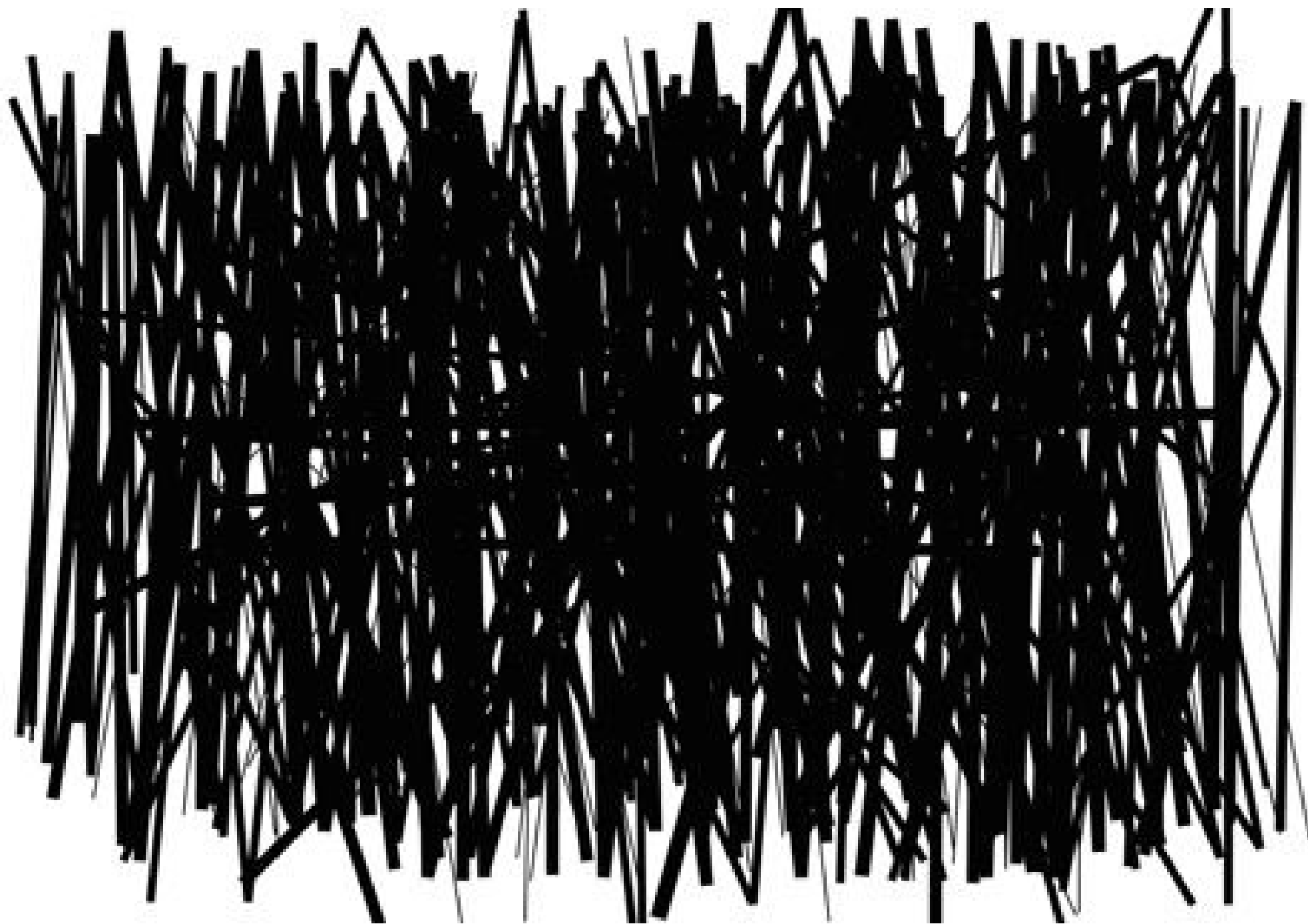
Can be expressed with shapes, colors and lines

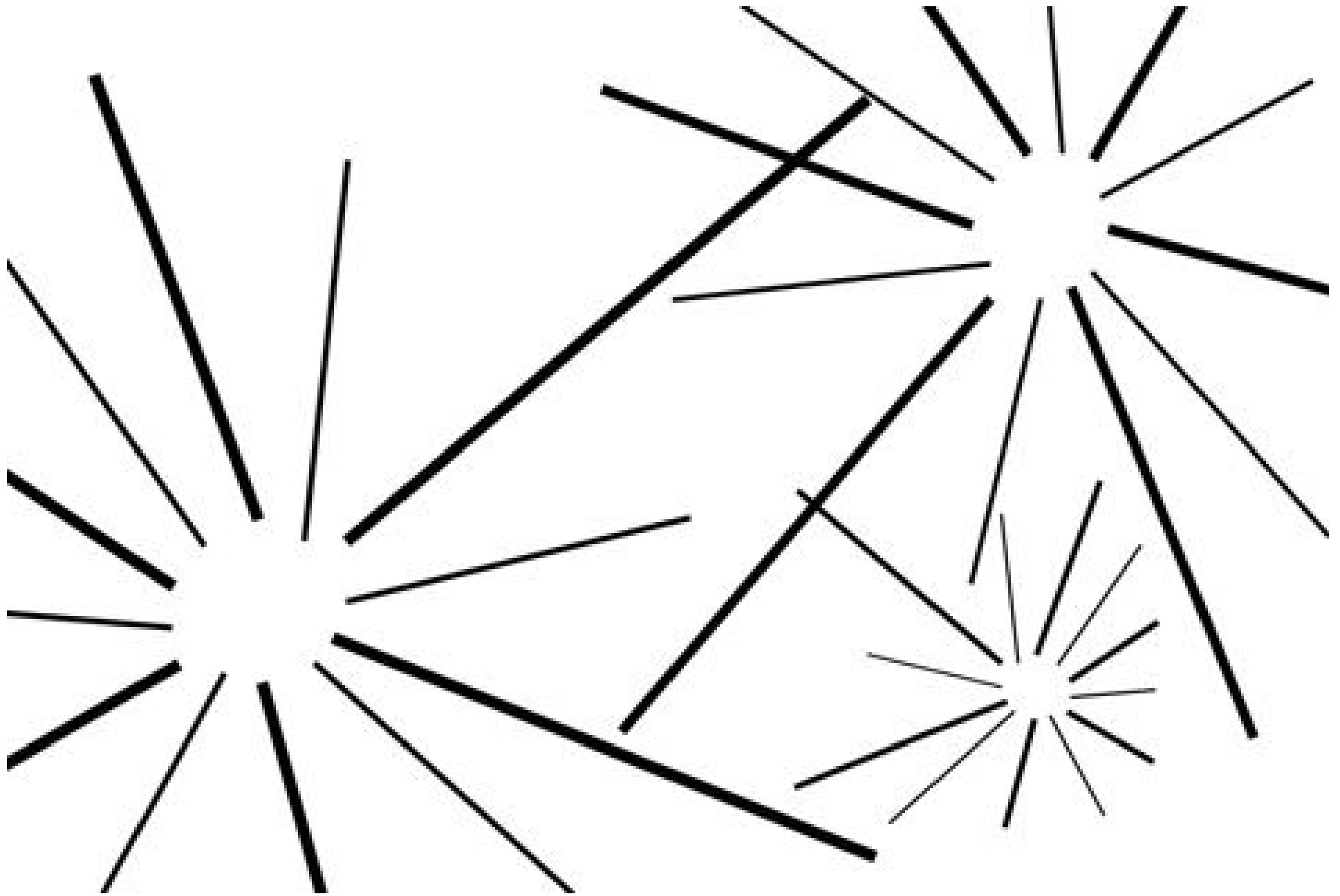












Type has its own voice, too:

Gerald A. Bloom, MD

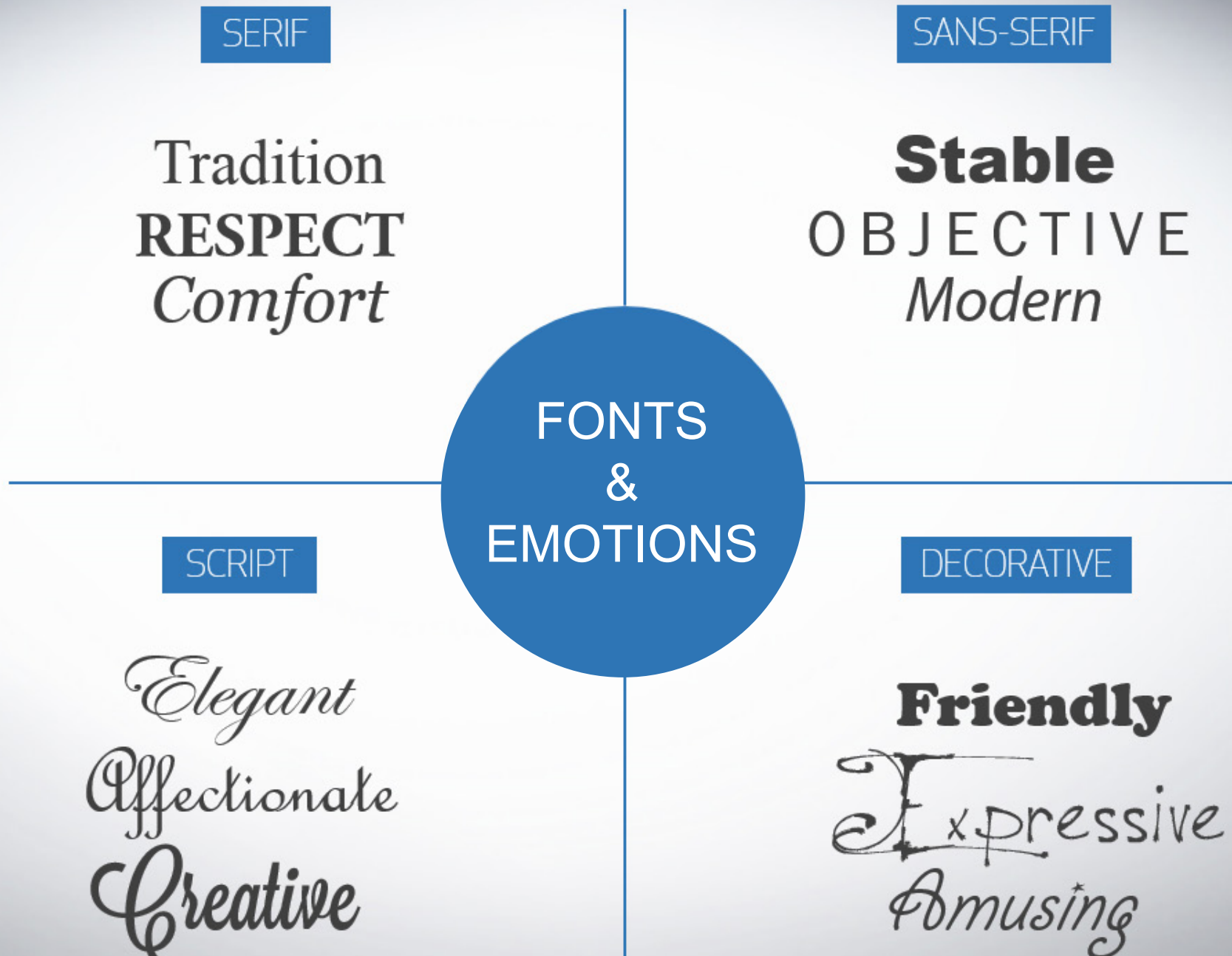
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Now, what about logos?

COLORS

WARM



RED *Excitement, Love, Boldness*



ORANGE *Friendly, Cheerful, Confident*



YELLOW *Happiness, Optimism, Energy*

COLD



GREEN *Peace, Growth, Health*



BLUE *Trust, Strength, Dependability*



PURPLE *Noble, Imaginative, Wise*

NEUTRAL



BLACK & GREY *Balanced, Calm*



SHAPES



CIRCLES *Community, Unity, Friendship*



RINGS *Strength, Resolutions*



CURVES *Flexibility, Adaptability, Compliance*



Microsoft



SQUARE *Stability, Consistency*



TRIANGLE *Power, Science*



LINES *Vertical: Endurance, Strength, Power*



LINES *Horizontal: Tranquility, Calm*



From "FONTS & EMOTIONS"

Circle the word that relates the most to your project.

Circle the second best one and label it, "#2."

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Circle the word that relates the most to your project.

Circle the second best one and label it, "#2."

From "COLORS"

Circle the one color that relates the most to your project.

Circle the second best one and label it, "#2."

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Circle the word that relates the most to your project.

Circle the second best one and label it, "#2."

From "COLORS"

Circle the one color that relates the most to your project.

Circle the second best one and label it, "#2."

From "SHAPES"

Circle the one shape that relates the most to your project.

Circle the second best one and label it, "#2."

Thank You!