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
Gerald A. Bloom, MD

Gerald A. Bloom, MD
Gerald A. Bloom, MD

Gerald A. Bloom, MD

Gerald A. Bloom, MD
**Fonts & Emotions**

- **Serif**
  - Tradition
  - Respect
  - Comfort

- **Sans-serif**
  - Stable
  - Objective
  - Modern

- **Script**
  - Elegant
  - Affectionate
  - Creative

- **Decorative**
  - Friendly
  - Expressive
  - Amusing

Now, what about logos?
<table>
<thead>
<tr>
<th>COLORS</th>
<th>WARM</th>
<th>COLD</th>
<th>NEUTRAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED</td>
<td>Coca-Cola</td>
<td>YouTube</td>
<td>Nike, CN, Apple</td>
</tr>
<tr>
<td>ORANGE</td>
<td>Nickelodeon</td>
<td>BEST BUY</td>
<td>Cartoon Network</td>
</tr>
<tr>
<td>YELLOW</td>
<td></td>
<td>McDonald's</td>
<td></td>
</tr>
<tr>
<td>GREEN</td>
<td>Whole Foods Market</td>
<td>Bp</td>
<td></td>
</tr>
<tr>
<td>BLUE</td>
<td>Ford</td>
<td>HP</td>
<td></td>
</tr>
<tr>
<td>PURPLE</td>
<td>Yahoo!</td>
<td>Syfy</td>
<td></td>
</tr>
<tr>
<td>BLACK &amp; GREY</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SHAPES

- **CIRCLES** Community, Unity, Friendship
- **RINGS** Strength, Resolutions
- **CURVES** Flexibility, Adaptability, Compliance
- **SQUARE** Stability, Consistency
- **TRIANGLE** Power, Science
- **LINES** Vertical: Endurance, Strength, Power
- **LINES** Horizontal: Tranquility, Calm

Source: Erin Pritchard from business2community.com
From “FONTS & EMOTIONS”
Circle the word that relates the most to your project. Circle the second best one and label it, “#2.”
From “FONTS & EMOTIONS”
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 “FONTS & EMOTIONS”
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!