



Logo Quiz

1. Company Name _____

2. Short Description of Business

3. Design Deadline _____

4. Tagline Y/N _____

5. Do you have specific images or icons that you wish or do not wish to be in your logo?

6. Color Preference _____

7. Font Preference _____

8. What attributes of your business would you like your logo to reflect?

9. What is the overall message you want to convey to your target audience?

10. Do any existing logos appeal to you?

11. Where will your new logo be used?

Website Print Other

YOUR NAME _____ **CELL NUMBER** _____

EMAIL _____

GREEN
Represents freshness, balance or eco-friendly brands. Green also alludes to wealth and growth. It is the color that represents "go", and naturally alludes to positivity!

FRESH • ORGANIC • EARTHY • CALMING • ENVIRONMENTAL • POSITIVE

PURPLE
Known to represent creativity, royalty and spirituality. Evokes serenity and artistry. Darker shades are great to use for luxury brands, lighter shades are more feminine.

MAJESTIC • VIBRANT • WEALTHY • ROYALTY • LUXURY • ABUNDANCE • SPIRITUAL

ORANGE
Evokes energy and vibrancy, while also maintaining a friendly appeal. Non-obtrusive and inviting. Fun + playful. Great to use to show high-energy, while not overpowering.

WARM • PLAYFUL • CHEERFUL • FRIENDLY • ENERGETIC • HAPPY • POSITIVE • CONFIDENT

BLUE
Represents dependability, loyalty and calmness. Great to use for financial institutions, social networks, corporate industries + soothing/beauty spas.

CALMING • TRANQUIL • PEACEFUL • LOYALTY • TRUST • HARMONIOUS • RELIABLE

YELLOW
Bright + energetic! Represents warmth, positivity and cheer. Gives an impression of happiness and excitement. Great to use for all ages, and restaurants (stimulates appetite).

BRIGHT • POSITIVITY • WARMTH • CHEERFUL • ENERGETIC • JOYFUL • LIGHT-HEARTED • SUNNY

RED
Dynamic + powerful color that is known to stimulate appetite, and draw in attention. Great to use with brands that evoke passion + drama. Use minimally, as it is overpowering.

LOVE • PASSIONATE • DANGEROUS • DRAMATIC • DYNAMIC • POWERFUL • STRENGTH

PSYCHOLOGY OF

COLOR

Logo

branding color emotions

www.futurebranding.co.za

PINK
Perceived as feminine, soft and delicate. Bright + vibrant tints of pink evoke a bold + modern appeal. Known for its friendly and light-hearted appeal.

FEMININE • SOFT • GENTILE • SWEET • PLAYFUL • COMPASSION • HEALTH • BEAUTY

GRAY
Perceived as calming, sleek and neutral. Often seen in modern technology companies, conservative corporate settings and sleek design.

TECHY • SLEEK • MODERN • FUTURISTIC • NEUTRAL • CALM • CONSERVATIVE • OPEN

BLACK
Represents power and elegance. It is the color of authority. Black evokes a timeless + bold appeal, often used in fashion, editorial and luxury brands.

BOLD • POWERFUL • SOPHISTICATED • DRAMATIC • FORMAL • CLASSIC • ELEGANT

Complete and return this form to:

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