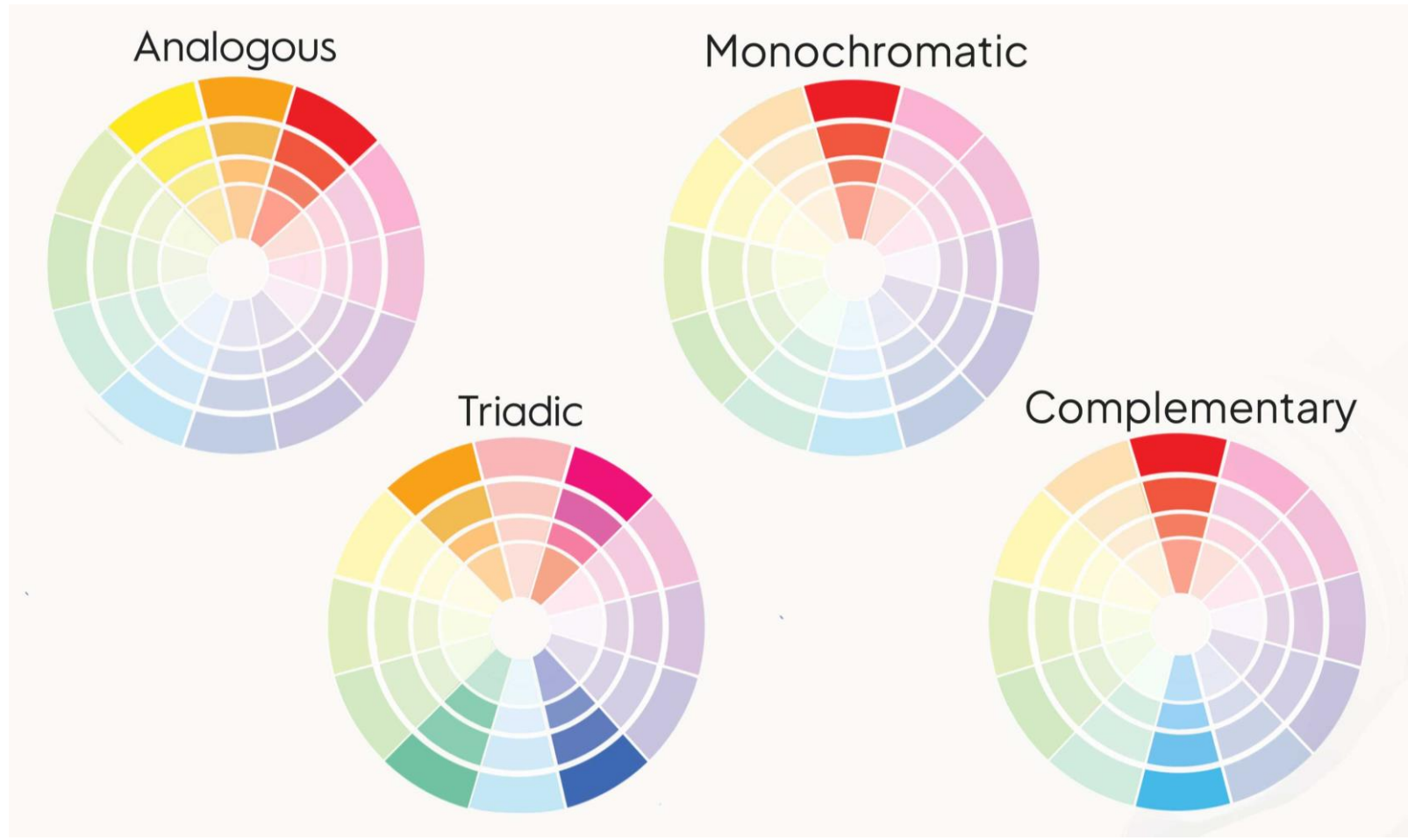
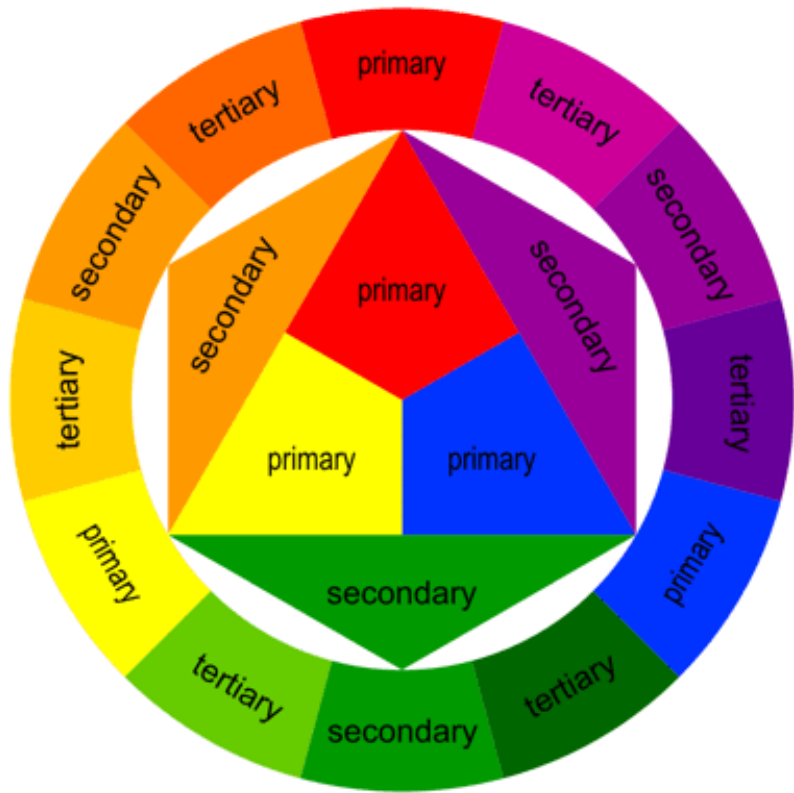


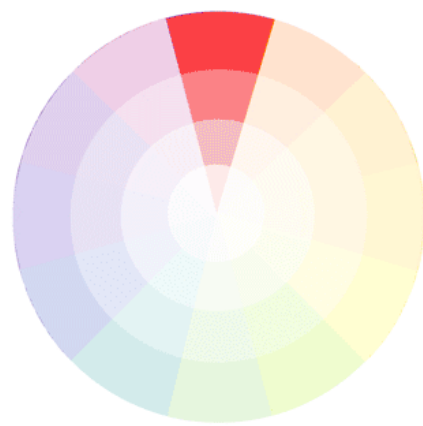
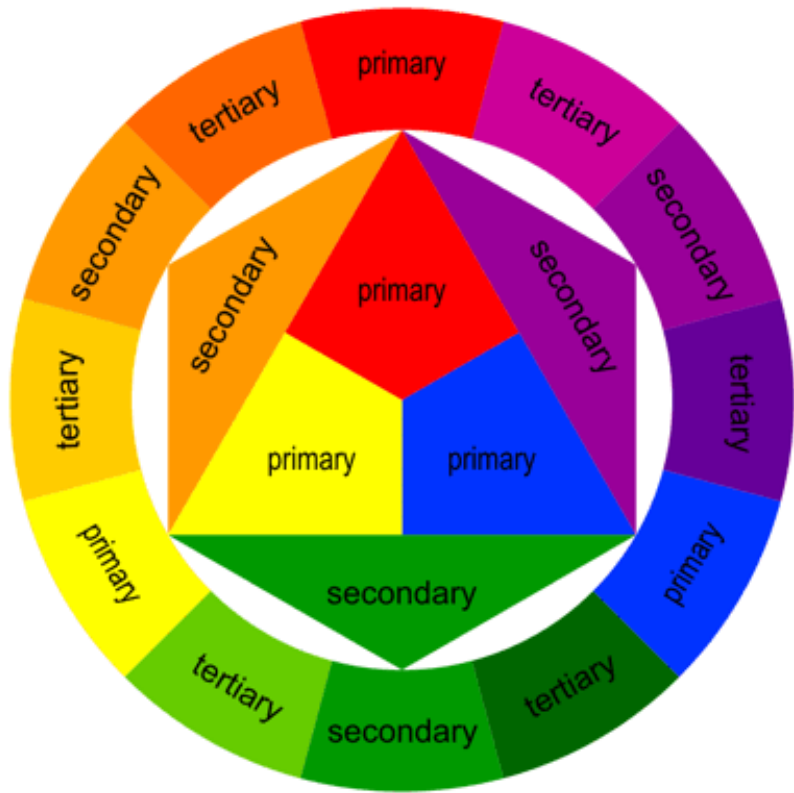


WARNA LOGO

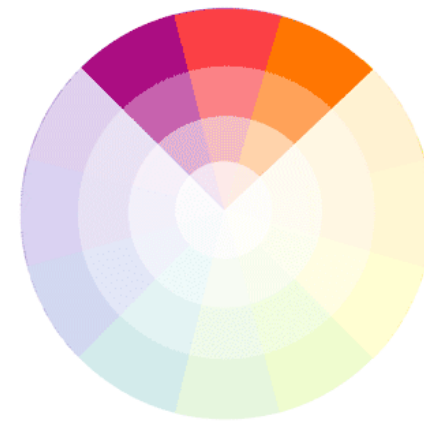
Dr. Wandah Wibawanto



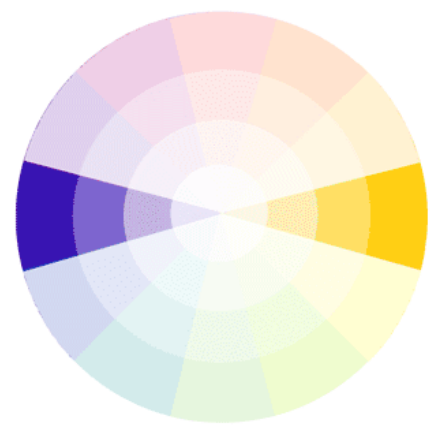




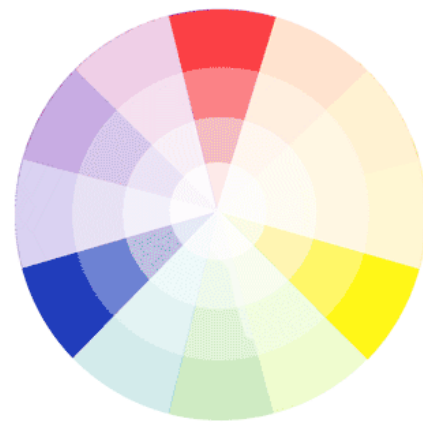
Monochromatic



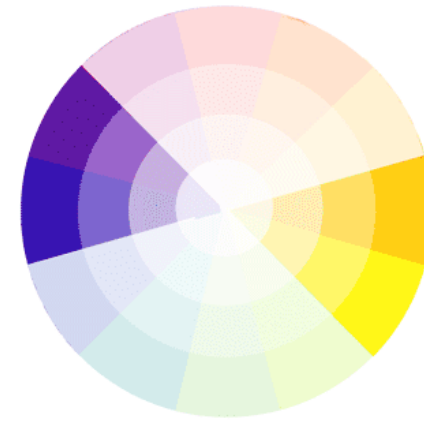
Analogous



Complementary



Triad



Split-Complementary



Tetradic

COMPLEMENTARY
Colors



ANALOGOUS
Colors



TRIADIC
Colors



SPLIT-COMPLEMENTARY
Colors



RECTANGULAR (TETRADIC)
Colors



SQUARE
Colors



NETFLIX

Coca-Cola

COLOR PSYCHOLOGY

RED LOGOS



FEELINGS:

Excitement, Energy,
Passion and courage

USED TO:

Stimulate, Draw Attention
and Create Urgency

BEST FOR:

Entertainment, Food,
Sport and Fire Protection



COLOR PSYCHOLOGY

ORANGE LOGOS



FEELINGS:

Cheerful, Friendly, Optimistic,
Enthusiastic and Playful

USED TO:

Stimulate, Communicate Fun,
Freedom and Fascinate

BEST FOR:

Art, Entertainment, Food and
Beverages and Sports



COLOR PSYCHOLOGY

YELLOW LOGOS



FEELINGS:

Youthful, Energetic,
Happiness and Enthusiasm

USED TO:

Relaxation, Energize,
Stimulate and Affect Mood

BEST FOR:

Food, Sports, Bargain,
Travel and Leisure



COLOR PSYCHOLOGY

GREEN LOGOS



FEELINGS:

Growth, Harmony, Balance,
Nature and Kidness

USED TO:

Relax, Revitalize,
Encourage and Balance

BEST FOR:

Food, Environment,
Vegan, Eco, Leisure



COLOR PSYCHOLOGY

BLUE LOGOS



FEELINGS:

Trustworth, Seriousness,
Security and Confidence

USED TO:

Secure, Create Order,
Inspire Trust and Relax

BEST FOR:

Technology, Finance,
Accounting and Aerospace

Cadbury



COLOR PSYCHOLOGY

PURPLE LOGOS



FEELINGS:

Creativity, Fantasy, Royalty,
Luxury and Sophistication

USED TO:

Inspire, Impression of Luxury
and Encourage Creativity

BEST FOR:

Technology, Food and
Luxury Brands



COLOR PSYCHOLOGY

PINK LOGOS



FEELINGS:

Hope, Inspiration, Fantasy,
Dreams and Childhood

USED TO:

Communicate Energy,
Inspire and Creativity

BEST FOR:

Beauty, Fashion, Children
Products and Modern Brands

The M&M's logo is written in a bold, brown, sans-serif font, slanted upwards to the right.

COLOR PSYCHOLOGY

BROWN LOGOS



FEELINGS:

Rugged, Serious, Reliability,
Honest and Natural

USED TO:

Stabilize, Common Sense
and Create Warmth

BEST FOR:

Agriculture, Ecological,
Food and Transport



COLOR PSYCHOLOGY

BLACK LOGOS



FEELINGS:

Efficiency, Power, Elegance,
Discipline and Luxury

USED TO:

Radiate Authority, Minimalism
and Hide Feelings

BEST FOR:

All types of industries
and Brands



Mercedes-Benz

COLOR PSYCHOLOGY

GRAY LOGOS



FEELINGS:

Classic, Mature, Modesty,
Stability and Neutral

USED TO:

Associate Timeless, Mature,
Create Sense of Composure

BEST FOR:

All types of industries
and Brands



COLOR PSYCHOLOGY

WHITE LOGOS



FEELINGS:

Youthful, Purity, Peace
and Simplicity

USED TO:

Create Negative Space
or Using Color Background

BEST FOR:

All types of industries
and Brands

ebay

Google



**All color/combined color
logo**

OPTIMISM CLARITY
WARMTH

FRIENDLY CHEERFUL
CONFIDENCE

EXCITEMENT YOUTHFUL
BOLD

CREATIVE IMAGINATIVE
WISE

TRUST DEPENDABLE
STRENGTH

PEACEFUL GROWTH
HEALTH

BALANCE NEUTRAL
CALM



Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophistication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest