yellow

Can have conflicting messages. Bright and highly visible, it's often used in logo design to get attention, create happiness and warmth.

Caution	opletten
Cheerful	blij
Cowardice	laf
Curiosity	nieuwsgierig
Happiness	vrolijk
Joy	speels
Playful	positief
Positivity	
Sunshine	zon
Warmth	warmte

white

The universal colour of peace and purity. Find it in logos as reversed text or negative space.

Cleanliness	schoon
Innocence	onschuldig
Peace	vrede
Purity	puur
Refined	verfijnd
Sterile	
Simplicity	simpel
Surrender	overgeven
Truthfulness	waarheid

orange

Combining red and yellow's attributes, it's often used to draw attention. Find it used in logos to create playfulness, stimulate emotions or even appetites.

Affordable	betaalbaar
Creativity	creatief
Enthusiasm	enthousiast
Fun	leuk
Jovial	grappig
Lighthearted	luchtig
High-Spirited	spiritueel
Youthful	jong

red

An intense colour that can summon strong emotions from blood and warfare to love and passion. Used in logo design to grip the viewer's attention and has been known to raise one's blood pressure or make people hungry.

Action	actie
Adventure	avontuur
Aggressive	agressief
Blood	bloed
Danger	gevaar
Drive	energie
Energy	druk
Excitement	liefde
Love	
Passion	passie
Strength	sterk
Vigor	kracht

pink

A feminine color that conjures feelings of innocence and delicateness. Often used in logos to add a feminine flare.

Appreciation	waardering
Delicate	delicaat
Femininity	vrouwelijk
Floral	bloemig
Gentle	aardig
Girly	dankbaar
Gratitude	
Innocence	onschuldig
Romantic	romantisch
Soft	zacht rustig
Tranquil	

Colors in the red area of the color spectrum are known as warm colors and include red, orange and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.

purple

Implies royalty, mystery, spirituality and sophistication. As a combination of red and blue, it has both warm and cool properties. Find it in many education related and luxury product logos.

Ceremony	duur
Expensive	fantasie
Fantasy	rechtvaardig
Justice	mysterieus
Mystery	nobel
Nobility	koninklijk
Regal	netjes
Royalty	spiritueel
Sophistication	
Spirituality	

blue

A calming colour that and can stir up images of authority, success and security. Most people can say they like at least one shade of blue. The most popular color in logo design, it can be seen extensively in government, medical and Fortune 500 company logos.

Authority	autoriteit
Calm	baas kalm
Confidence	zeker
Dignity	waardig
Established	koninklijk
Loyalty	kracht
Power	succes
Success	kalm
Secure	
Serene	
Trustworthy	vertrouwen

Colors on the blue side of the spectrum are known as cool colors and include blue, purple and green. These colors are often described as calm, but can also call to mind feelings of sadness or indifference.

green

Rpresents life and renewal. It is a restful and soothing colour but can also represent jealousy and inexperience. You can often find it used in companies that want to portray themselves as eco-friendly.

Crisp	fris
Environmental	mileu
Fresh	harmonie
Harmony	gezondheid
Health	genezend
Healing	nieuw
Inexperience	onervaren
Money	geld
Nature	natuur
Renewal	rust
Tranquility	

brown

Brown indicates nature, woodiness, and utility. Brown is used in logos related to construction and legal logos due to its simplicity, warmth and neutrality.

Calmness	kalm
Depth	diep
Earth	aarde
Natural	natuurlijk
Roughness	ruig rijk
Richness	simpel
Simplicity	serieus
Serious	subtiel
Subtle	nuttig
Utility	hout
Woodsy	

grey

Neutral and cool, grey is often used for the type within logos because it is neutral and works well with most other colors.

Authority	autoriteit
Corporate	baas
Dullness	helpen
Humility	suf
Moody	onderdanig
Practicality	praktisch
Respect	respect
Somberness	somber
Stableness	stabiel

black

Symbolizes menace or evil, popular as an indicator of power. Found in many logos for its boldness, simplicity and sophistication.

Authority	autoriteit
Bold	baas durf
Classic	klassiek
Conservative	anders
Distinctive	netjes
Formality	geheim
Mystery	serieus
Secrecy	traditie
Serious	
Tradition	

Colour is one of the most powerful forms of non-verbal communication designers use. Colour offers an instantaneous method for conveying meaning and messages in logo design. It's important for designers to use colour appropriately and understand the meaning behind the colours they choose.

Next time you appreciate a logo design, take time to ponder the meaning of the colours chosen and how they were meant to influence your purchasing decisions.