

## Type And Color

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- From article by Ilene Strizver and others

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- When you think of type, what colors come to mind?
  - Black type on white paper, right?
  - The easiest combination to read
  - the least expensive to print
  
  - Color used well can add focus and energy to your message.

## Why Use Color?

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- Color and typography work together in many ways.
- attract attention to an element,
- help emphasize, contrast and organize content,
- reinforce impact and recognition,
- create a mood,
- strengthen an identity
- assist readability.

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- Color and type interact dynamically in logos, packaging and product design, movie and video titles and credits, greeting cards, book covers, CDs and posters.
  - Color can be critical in establishing powerful corporate identities and product branding.
  - **The Internet** has added another new dimension to the use of color and typography.
    - attract your attention quickly and keep it

## Succeeding With Color

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- Think of color as an accessory to a basic wardrobe
- Something to enhance an already strong foundation.
  
- Many designers actually design in black and white first
- Then add color as a separate step.

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- Readability should be your primary consideration when combining type and color.
  - Contrast is the key:
    - maintaining a high degree of contrast between type and background colors
      - > helps keep type readable
    - Reducing contrast reduces ease of reading

## DOs and DON'Ts

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- DON'T tint type that has thin strokes.
- DON'T drop out or reverse type that has very thin strokes.
- DON'T set lengthy amounts of text on colored, tinted, or black backgrounds.
- DON'T use a color copy (ink jet, laser proof, photocopy, etc.) to select colors for print.
- DO consider how web color will appear on all monitors.
- DO maintain high contrast for optimal readability in all media (print and web).

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- While not a requirement for good typography, color is a fun, eye-catching element that can make a good design even better. The key is to use it tastefully and appropriately – as in all things typographic!





## For your corporate logo, look for colors that:

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- Convey a positive message
- Think about the colors of your industry.
- While black is great in sales, it's seen as a depressing color in much of the rest of society.
- Green is great for a lawn service, bad for a bakery.
- Choose the colors that represent the best of your work.
- Brainstorm by writing out the names of colors then writing beneath them the things they represent in your business.

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- Convey the feel of your work:
    - Think about the energy and emotions of your business and try to find a palette that reflects them.
    - A high-energy business is most likely to go with bright or neon colors, while a more muted business, like a funeral home, might choose a softer look.
  - Reflect your character: you will be revealing the character of your business in the process and speak to potential customers about who you are.

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- You wear: Nothing says professional like a coordinated color palette.
    - Think about uniforms and your own personal wardrobe, especially if you work one-on-one with customers often.
    - If both your logo and your attire use colors that reflect the attitude of your business, they will work to reinforce each other and create a stronger impression on your potential and current customers.

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- Match or complement each other:
    - Look around at what colors you put together in your home or in your outfits.
    - Choosing a clashing color combination will reflect poorly on your business, while choosing coordinating colors will provide a more pleasant image for your customer.
    - Don't put two bold colors together. That will make your logo too harsh on the eyes.

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- Contrast each other:
    - Think about many popular color combinations: the Orange and Blue of the Florida Gators, the red and green of Christmas.
    - These colors are complete opposites.
    - When you use colors that contrast each other, you can create an attractive and clear logo while only using two colors.

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- Orange - a warm color that connotes of tropical, luxury, passion and exotic things.
  - The color itself expresses enthusiasm, vibrant and expansive.
  - Your logo may just captivate the right kind of attention once you use color orange.

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- Yellow – a color that exudes intellect, faith, goodness and friendship.
  - Yellow also vibrates optimism, happiness, idealism, and imagination.
  - Unless your company does convey bright, cheery feelings that you are inclined to reflect in your logo, yellow could really work well as background color.
  - Beware contrast!



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- Blue – the most popular color that convey peace and tranquility, loyalty and fidelity, harmony, trust and confidence.
  - They can be excellent dominant color for logos which convey the lighthearted and positive mood.

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- Purple – a rich color that exudes mystery, royalty and spirituality.
  - For the unconventional, creative and prides themselves of being unique, your logo may work well with lavender in it.
  - It also conveys justice and truth.

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- Gray – connotes neutrality, stability and wisdom...
  - White – it is the color of cleanliness and purity, youth, simplicity, innocence, friendship and peace.

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- Green – conveys neutrality, growth, money, humility and wisdom.
  - It is a kind, generous color and often a logical choice for financial sites and those that represent fertility, healing and ecology in many cultures.

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- Black – as always have been considered a mournful, heavy and depressing color.
  - Although, it also connotes an air of detached elegance and sophistication and mystery.

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- • Red – considered as the hottest of all colors, it represents all things intense and passionate.
  - It connotes danger, heat and fire, speed and zest, blood and excitement, competition and aggression.
  - As such red can really be an annoying, disquieting or exciting color depending on the intensity of its used in your logo.

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**Black type on a white background has the best proximity impact.**

**Many think that red type has a high attention value, but actually red type is read less than text printed in black and white. Nowadays red type creates the impression of unimportant advertising.**

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**In contrast, black print appears serious and informative.**

**Colour and Legibility**  
**(cf. Heller)**

**The impact of distance and proximity  
apply to different kinds of information.  
Distance impact is important for...**

**...information like street signs: for short  
messages that are commonly known.**

**Black type on a yellow background has the best impact from a  
distance.**

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**...information like street signs: for short messages that are  
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Distance impact has no bearing on longer texts of unknown information. These always have to be read in proximity. Here, colour can appear disruptive.

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With colour combinations associations can be heightened (colour associations cf. Heller).

**Repelling**



**Aggression**



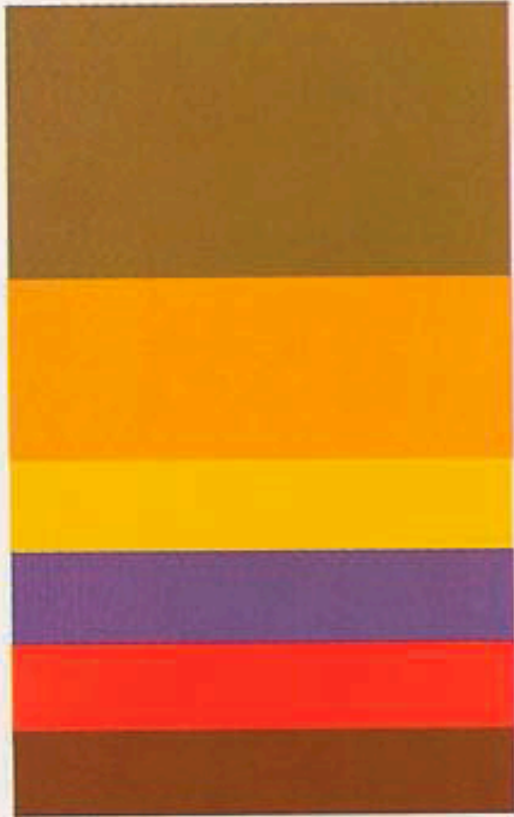
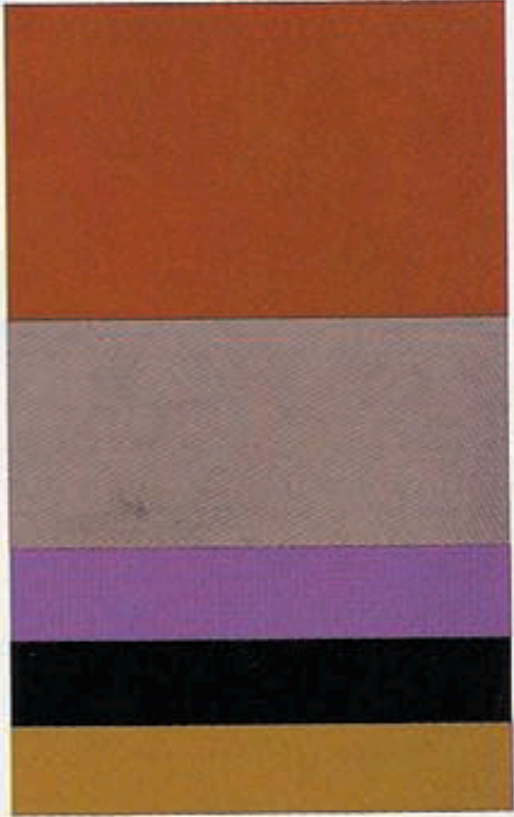
**Activity**



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Old-fashioned

Blatancy



Pleasant



Adapted



Aromatic



<b>MOOD</b>	<b>BASE COLOURS</b>	<b>ACCENT COLOURS</b>
<b>Pleasurable</b>	Green, Pink	Blue, White, Orange, Yellow
<b>Calming</b>	Green, Blue	Pink, White
<b>Simple</b>	White	Red, Green, Blue
<b>Elegant</b>	Black, White, Silver	Violet, Grey, Blue
<b>Friendly</b>	Blue, Pink, Yellow, White	All warm colours
<b>Functional</b>	White, Grey	Black, Blue, Silver
<b>Comfortable</b>	Blue, Beige, Pink	Green, Yellow, Blue
<b>Technical</b>	Silver, Grey	Magenta, Violet, Yellow
<b>Youthful</b>	Green, Pink, Yellow	Blue, White
<b>Cheerful</b>	Red, Yellow, Orange	Green, Blue, Pink
<b>Neutral</b>	White, Grey	—
<b>Luxurious</b>	Gold, Yellow, Violet	Silver, Black, Red
<b>Funny</b>	Red, Orange, Yellow	Pink, White, Blue
<b>Extravagant</b>	Purple, Violet	Gold, Silver, Black
<b>Masculine</b>	Blue, Black	Brown, Red, Silver
<b>Feminine</b>	Pink, Red, White	Blue, Orange, Yellow
<b>Romantic</b>	Pink, White	Green, Orange
<b>Original</b>	Violet, Orange, Silver	All accent colours
		All vibrant colours

<b>Original</b>	<b>Violet, Orange, Silver</b>	<b>All vibrant colours</b>
<b>Fantastic</b>	<b>Violet, Blue, Yellow</b>	<b>All vibrant colours</b>
<b>Splendiferous</b>	<b>Gold, Red, Magenta</b>	<b>Violet, Grey</b>
<b>Formal</b>	<b>White, Grey, Blue</b>	<b>Black, Silver</b>
<b>Tender</b>	<b>Pink, Blue, White</b>	<b>All warm colours</b>
<b>Pure</b>	<b>White, Blue</b>	<b>-</b>
<b>Spartan</b>	<b>White</b>	<b>-</b>
<b>Silence</b>	<b>Green, White, Blue</b>	<b>Grey, Black, Silver</b>
<b>Warm</b>	<b>Red, Orange, Brown</b>	<b>Yellow, Gold</b>
<b>Activating</b>	<b>Red, Orange, Yellow</b>	<b>Grey, Blue</b>
<b>Dynamic</b>	<b>Red, Blue</b>	<b>Orange, Silver, Yellow</b>
<b>Cool</b>	<b>Blue, Silver, White</b>	<b>Grey</b>
<b>Traditional</b>	<b>Beige, Brown, Gold</b>	<b>Green, Orange</b>