

# How Logo Colors Affect Your Business

## Red

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

## Orange

Orange combines the energy of red and the happiness of yellow.

## Yellow

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.

## Green

Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety.



## Blue

Blue is the color of the sky and sea. It is often associated with depth and stability.

## Purple

Purple combines the stability of blue and the energy of red.

## White

White is associated with light, goodness, innocence, purity, and virginity.

## Black

Black is associated with power, elegance, formality, death, evil, and mystery.

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