

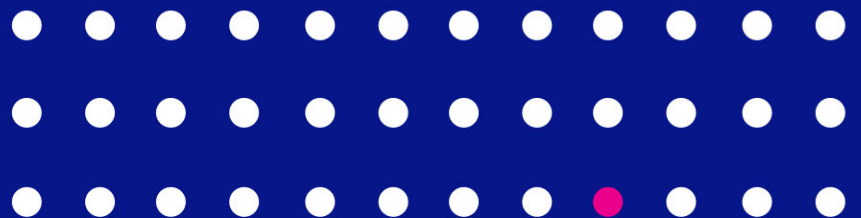
GRAPHICS UNITED
PRESENTS

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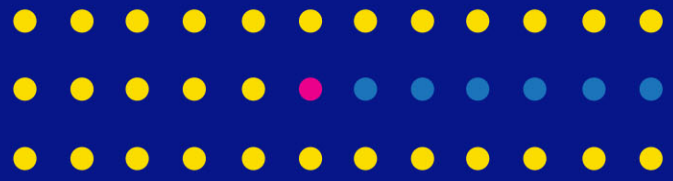
logo guide

JULY 2020

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kreyatif



Colors are an important aspect of logo design. Take a moment to consider what each color says about your company. Think about the emotions you are trying to elicit.

How do you want your customers to respond to your brand?

Choosing the right colors can help your logo leave a lasting impact and powerful connection.

colors.

RED

ANGER
PASSION
EXCITEMENT

ORANGE

PLAYFUL
CREATIVE
WARMTH

YELLOW

CHEER
FRIENDLY
YOUTHFUL

GREEN

FRESH
NATURE
HARMONY

BLUE

TRUST
MATURITY
CALMING

PURPLE

LUXURY
CUTTING EDGE
WISDOM

PINK

FEMININE
AFFECTION
MODERN

BROWN

RUGGED
STABILITY
MASCULINE

BLACK

ELEGANCE
POWER
MYSTERY

GREY

CLASSIC
PRATICAL
CONSERVATIVE

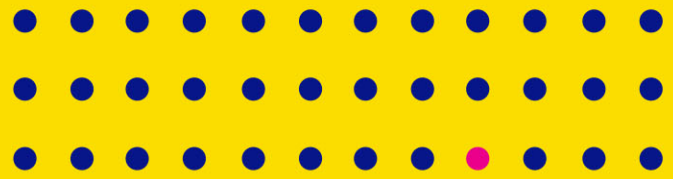
WHITE

INNOCENCE
PERFECTION
COMPLETE

**FREE
SPACE**

Breathe!

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Different fonts communicate different attributes and have their own individual personalities. The fonts used in your logo should:

- Aesthetically Appealing
- Legible
- Grabs Attention
- Reflects Brand

fonts.

Serif

TRADITIONAL ● RELIABLE ● FORMAL ● TIMELESS

Sans Serif

MODERN ● CLEAN ● STABILITY ● STRAIGHT FORWARD

Modern

STYLISH ● CHIC ● PROGRESSIVE

Script

CREATIVE ● ELEGANCE ● PRETTY ● FEMININE

Display

FRIENDLY ● EXPRESSIVE ● UNIQUE