



Line, **Color**, Shape, Texture, Space
Form & Typography



Graphic Element #2

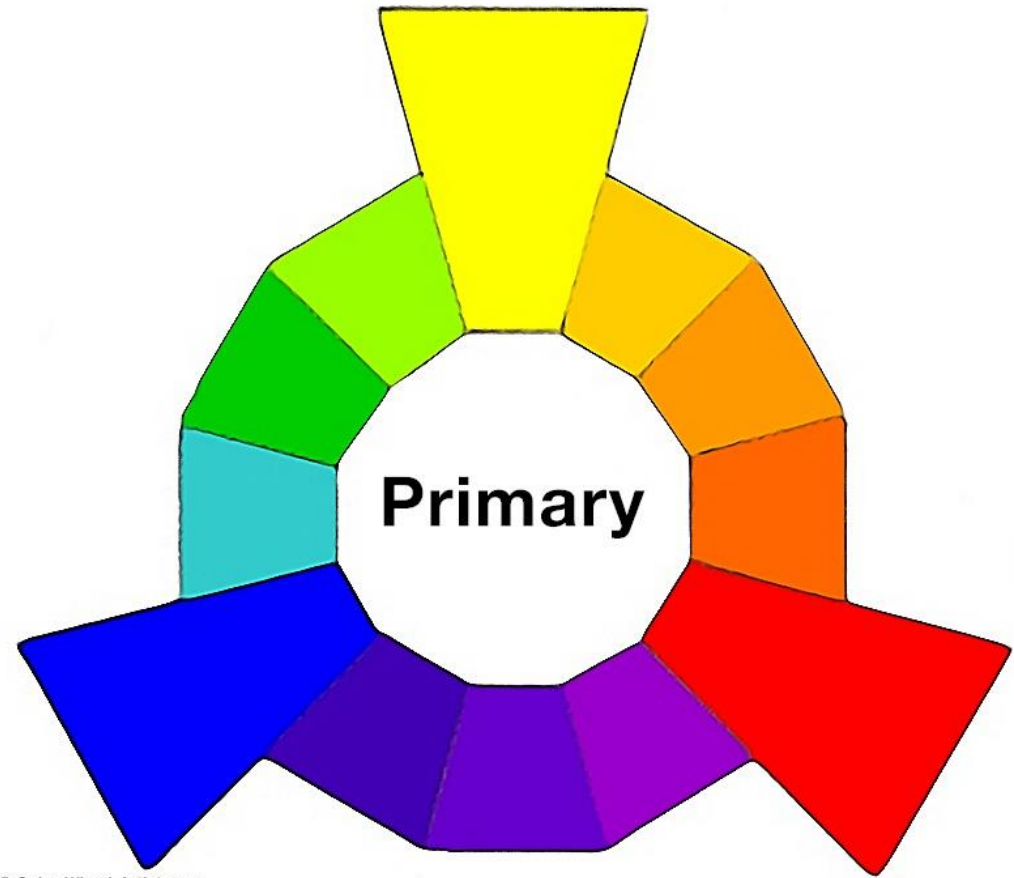
Color

Color Theory

- 1- Primary Colors**
- 2- Secondary Colors**
- 3- Tertiary Colors**

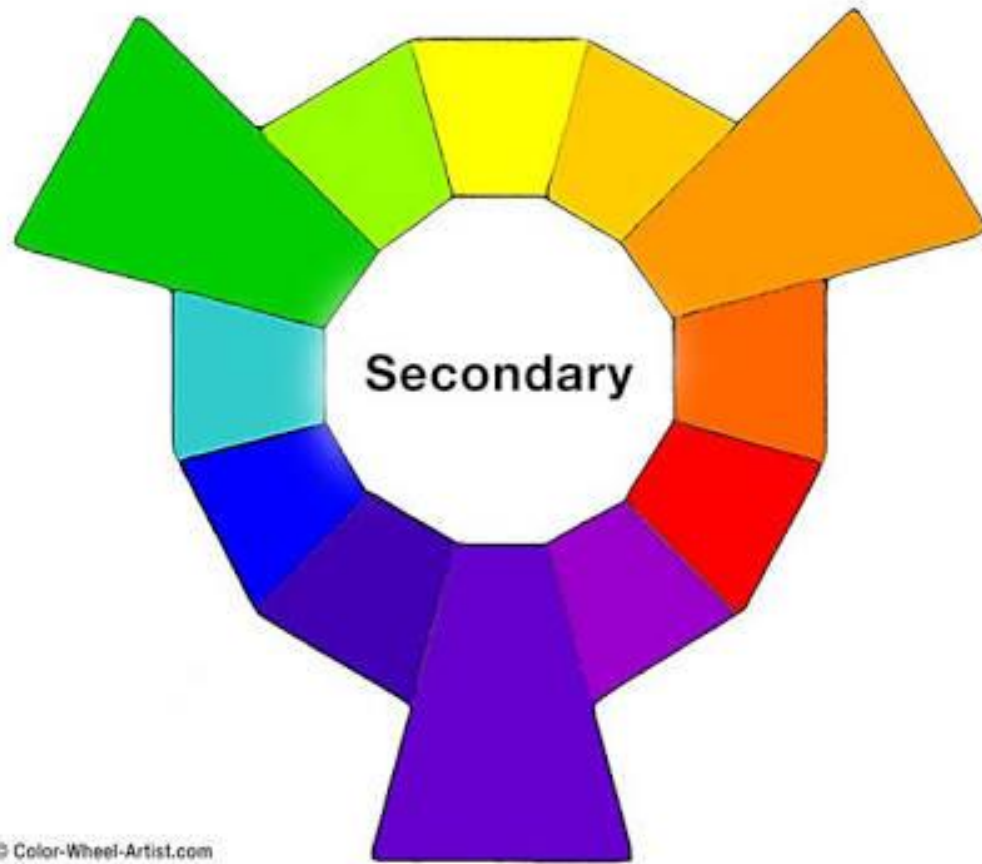


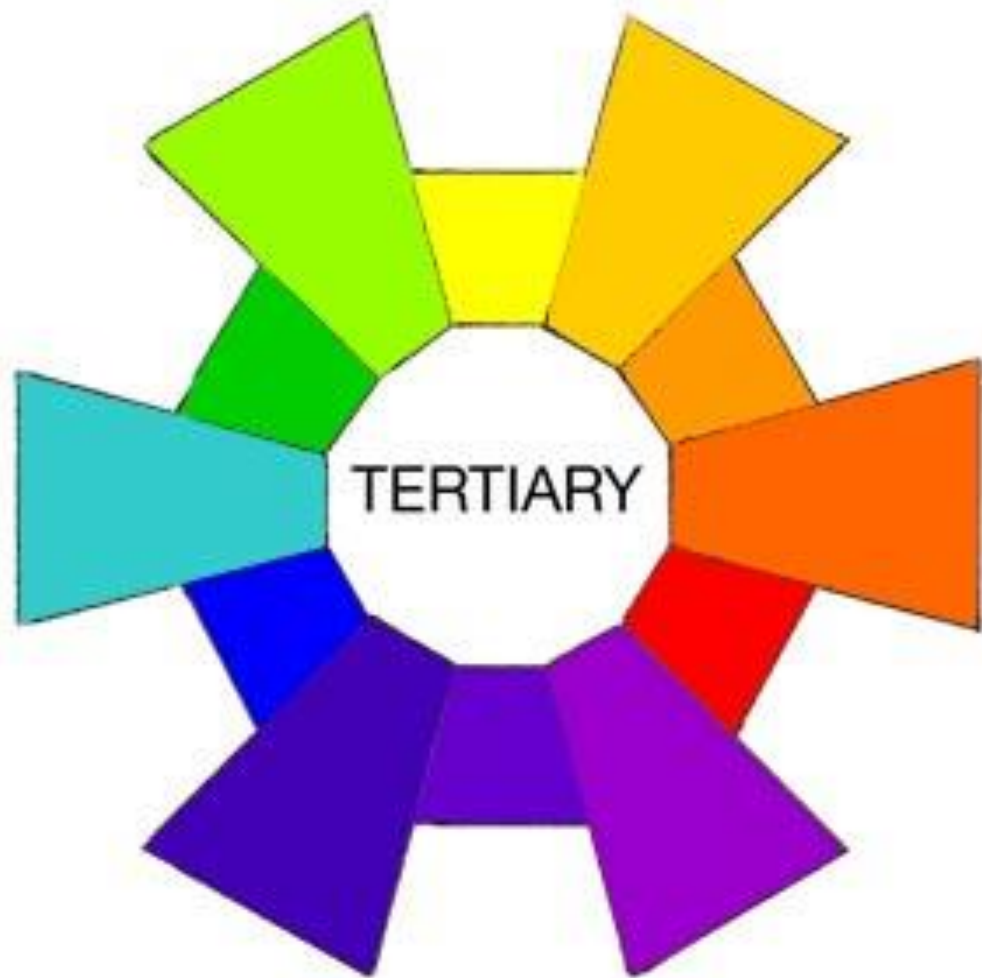
Secondary Colors



Secondary Colors









PRIMARY COLORS



SECONDARY COLORS



TERTIARY COLORS

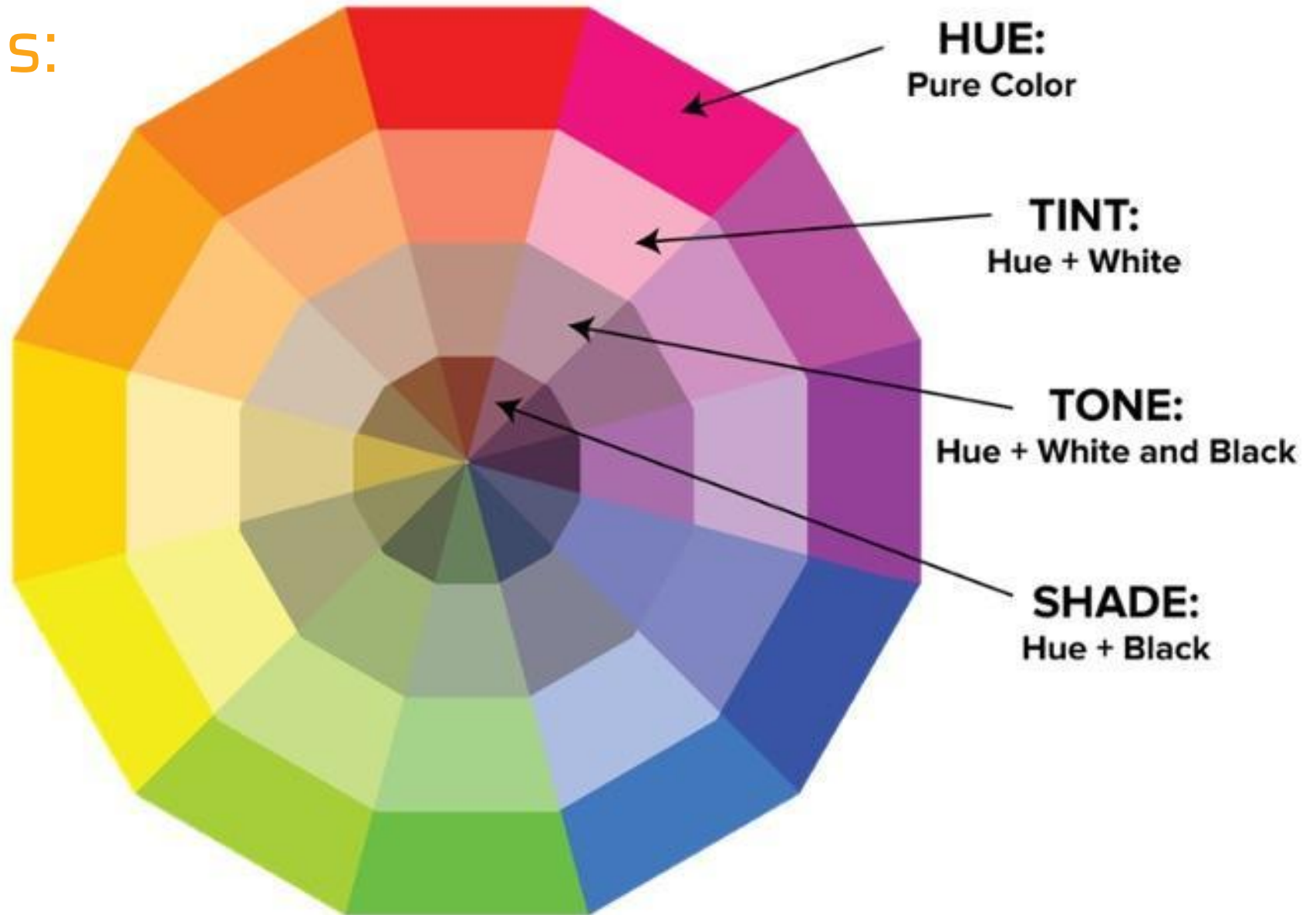
Color Terms:

Hue

Tint

Tone

Shade



Color Scheme

Monologous



Complementary



Analogous

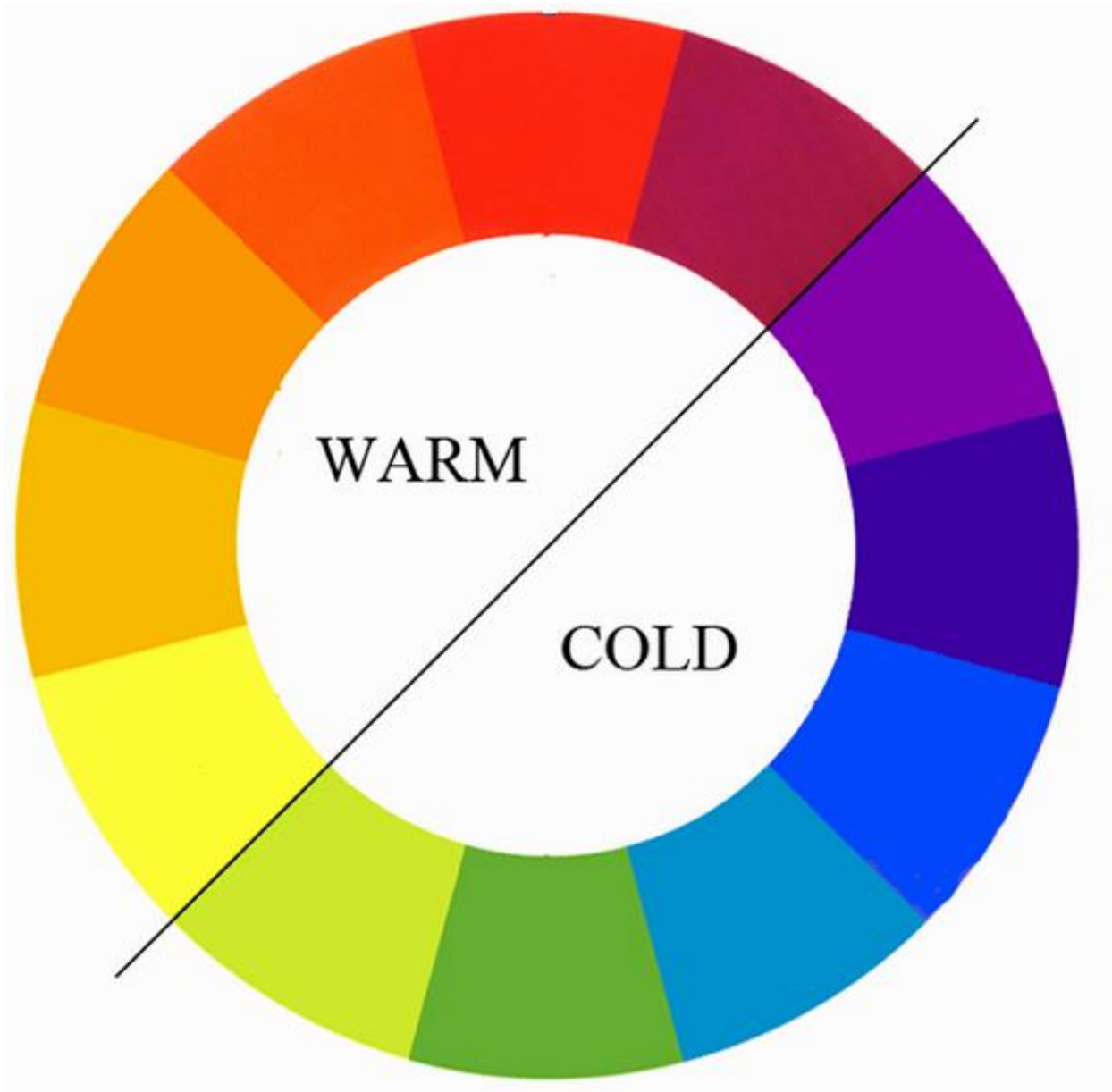


Triadic



Tetradic





BRAND COLOR PSYCHOLOGY

EXCITING

FRIENDLY

OPTIMISTIC

PEACEFUL

DEPENDABLE

CREATIVE

CALM

COLOR EMOTION GUIDE

The graphic is a vertical spectrum of colors, each with an associated emotion and a collection of brand logos. The colors and emotions are: Yellow (Optimism, Clarity, Warmth), Orange (Friendly, Cheerful, Confidence), Red (Excitement, Youthful, Bold), Purple (Creative, Imaginative, Wise), Blue (Trust, Dependable, Strength), Green (Peaceful, Growth, Health), and Grey (Balance, Neutral, Calm). A megaphone icon is on the left, and a row of symbols is at the bottom.

Color	Emotion	Associated Brands
Yellow	Optimism, Clarity, Warmth	Nikon, UPS, Denny's, NBC, Google
Orange	Friendly, Cheerful, Confidence	Nickelodeon, Hooters, Amazon, IMDb, CAT, Chevrolet, Sprint, Diversity
Red	Excitement, Youthful, Bold	Kellogg's, Kmart, Oracle, Payless, Pennzoil, Subway, eBay
Purple	Creative, Imaginative, Wise	Syfy, Monster, Coca-Cola, CNN, Netflix, Shell, eBay
Blue	Trust, Dependable, Strength	Dell, JPMorgan, AT&T, Flickr, Barbie, Virgin, Exxon, Fanta, IKEA, Best Buy
Green	Peaceful, Growth, Health	Whole Foods, Girl Scouts, GE, American Express, Intel, Orkut, Target, Harley-Davidson, DHL
Grey	Balance, Neutral, Calm	Mercedes, Apple, Land Rover, Animal Planet, HP, NASA, Lynx, Lays, Starz, Hetz, Goodyear, Sm Gips, Ferrari, Swappies, McDonald's

Bottom row of symbols: Yin-Yang, Peace, Fist, Lightbulb, Lightning, Smile, Thumbs Up



#CDD6D5

#F0B99A

#ECD2A2

#2E231D



#5A4692

#1975CA

#151060

#FE0089

Dove
MEN
+CARE

**TOUGH
ON SWEAT,
NOT ON SKIN**

SHOP NOW

Available at
Walmart*

The advertisement features two Dove Men+Care products: a deodorant stick and a dry spray can, both in black packaging with green accents. The background is dark, and the products are reflected below them. The text is in white and green, with a green button for 'SHOP NOW'.

#353537

#7B7B7D

#6DB432

#8BC064



#FCBD34

#FF9A00

#FFFFFF

#2C2C2C