



# Blue is Hot, Red is Cool: Choosing the Right Color for Your LOGO

*David E. Carter*

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## **Blue is Hot, Red is Cool: Choosing the Right Color for Your LOGO** David E. Carter

Designers make color choices that affect both the meaning and impact of their logo designs every day. They have to ask themselves: Is orange too forceful? Does red give the wrong impression? Will purple convey the right message? Questions like these can be put to rest with this ingenious, tell-all-about-color book. While many books address logo design in general, this is the only one that examines the psychology and use of color in terms of how it affects a design, and how that design affects a viewer. By exposing the underlying meaning of each hue, this book ensures that designers never again second-guess their color choices.

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