

Color and its relationship to Trademark perception through the subjective experience of the target audience

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Abstract:

It is hard to imagine living in a color-free world, where color is weaved at every moment of life, and used to determine everything from our appearance to our mood. Humans perceive color before shape, words, or movement; the trait of color is to give contrast, contradiction, homogeneity, and harmony in the combination of the overall visual unit of design. This is reflected in trademark design, where choosing its colors correctly helps communicate better and more effectively with the target audience. When choosing the trademark colors, you also choose the feelings and associations that it seeks to evoke with the audience, and the color becomes a shortcut for conveying visual details for that trademark. The subjective experience of the target audience is one of the important factors that influence their perception for color connotations in trademark. It also plays an important role in the process of visual perception, as it helps interpret new things and give them meaning. The subjective experience also affects the interpretation of the symbols used in the trademark; as it gives the target audience the meanings of things he perceives and helps him understand the trademark. This subjective experience is built by many factors such as family, cultural and social environment.

The research attempts to clarify the importance of the designer's study of the subjective experience of target audience in order to choose the color of the trademark that is appropriate to them and that does not conflict with their culture or experience.

Keywords:

Color – Color connotations – Trademark - Subjective experience