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

Introduction:

Color plays an influential and important role in human life, as it affects perception and changes the meanings of the symbols around us, such as images, logos, and trademarks. It also affects mood, so color is considered very important for designers, as it is considered a dangerous weapon when designing a brand. The most important factors that cause a brand's success or failure. Since color is directly linked to the target audience's subjective experience, which is built within the individual from childhood through many factors such as the social and cultural environment, education, and beliefs. Therefore, the importance of studying subjective

experience to determine its impact on the individual's perception of the color symbols in the brand has emerged in order to ensure its success.

Research problem:
The research problem lies in trying to answer the following question:
How can we benefit from studying the target audience's personal experience in choosing the appropriate colors when designing the brand?

Search goal:
Highlighting the role of the designer in finding a solution to the problem of brand perception through color, drawing on the personal experience of the target audience.
research importance:
The importance of the research is to study the subjective experience of the target audience and its impact on brand perception through color.

Search hypothesis:
The research assumes that the designer's study of the subjective experience of the target audience for whom the brand is intended helps him choose an appropriate color for the brand, which helps to form a mental image of the brand that has a greater impact on the audience.
Research Methodology:
The research follows the descriptive analytical approach by analyzing models of brands and then confirming the role of the target audience's subjective experience in designing the brand.

Research axes:
The first axis: Color, which includes the definition of color, its characteristics and classifications.
The second axis: The brand, which includes the definition of the brand, its importance and its various types.
The third axis: The target audience's self-experience, which includes the definition of self-experience and the factors influencing its construction.
Fourth axis: Perception of color in the brand through the target audience's subjective experience.

Results:
The target audience's subjective experience plays an important role in brand perception.
Color is the main element of the target audience's perception of the brand.
The success of the brand depends on the use of colors appropriate to the category for which the brand is directed.
The culture of the target audience is an important element that affects their perception of color in the brand.

Recommendations:

1- It is necessary to pay attention to studying and analyzing the target audience's personal experience before starting to design the brand.

2- Putting the culture of the target audience as the main focus when designing the brand.

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