

Logo Hues and Background Color

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Abstract

Through a series of nine studies, this research establishes that a black background strengthens the negative meanings specifically associated with the hue of a logo's positive space and weakens its positive meanings. Conversely, a white background strengthens the positive meanings of that hue and weakens its negative meanings. These effects are automatic. They occur because the hue of the positive space interacts with the color of the background to determine whether logos communicate positive or negative brand impressions more vividly; they do not occur because of the mere presence of a black or white background. This research also demonstrates that these effects are attenuated for logos that are meaningful (as opposed to meaningless) and that logos with a black (white) background improve evaluations of brands that possess negatively (positively) valenced personality traits.

Subject Areas: *Branding, Consumer Behaviour*

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