



CORPORATE LOGOS GREEN COLOR



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This article makes an attempt at understanding the significance of the color Green and its use in corporate logos.

Green is primarily associated with nature and the environment. When we talk about “green technologies”, we mean scientific advances that are renewable or environmentally friendly. Green also represents positive values like growth, newness, freshness, fertility, healing, and safety.

On the other hand, green also represents a few negative ideas like jealousy (you've heard the term “green with envy”), illness, and inexperience (think “greenhorn”).

Green is a very calming color. It symbolizes nature, growth, hope and renewal.

Green goes well with anything associated with the green movement.

Most green logos deal with freshness and recycling.



Large companies known for their use of green in their logos and trade dress include H&R Block, Animal Planet, Starbucks, Acer, X-Box 360. Be that as it seems that in the world of massive corporations, green is not as popular as red or blue.

GREEN COLOR CORPORATE LOGOS





CORPORATE LOGOS

If one is trying to project a calming, earth-friendly image, the use of green color in the logo is a great choice.

Green is often used in decorating for its calming effect. For example, guests waiting to appear on television programs often wait in a “green room” to relax.

Green has become the symbolic color of environmentalism, chosen for its association with nature, health, and growth.

In the United States, green has a very close association with money (because of the color of the U.S.\$ — “greenbacks”), so green is often used to represent financial companies and Wall Street. On the other hand, in the Middle-East and South Asia, green has a strong association with Islam.

Because of its association with nature, we often see green used in landscaping and real estate company logos. It is also a natural for golf courses, natural foods, and



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Another green logo that you are undoubtedly familiar with is the recycling logo found on plastic bottles and aluminum cans.

AMUL - GREEN AS A GAME CHANGER



Amul, The Taste of India, Dabur and the State Bank of India ATM logo are three examples of adding Green to the existing colour scheme of the logo as a game changer in corporate symbols.

AMUL - THE TASTE OF INDIA

Given below is a brief background that propelled the Amul, The Taste of India corporate logo campaign:

In 1994, Shri Kanon Krishna of Advertising and Sales Promotion (ASP) Advertising Agency, Mumbai asked the Federation Officer, “Why should Amul hire us when there are 525 other advertising agencies around in India?” “It is,” he replied to his own question, “because we go the extra mile.”

He went on to explain that in search of a corporate slogan and logo for Amul, he had to bring in “taste” and the “diverse” nature of our country. To catch a glimpse of this or a slice of India as it were, he would go to Matunga in Mumbai on Sundays, which had people from many states.

The need for a new corporate Amul logo was being increasingly felt because the Federation dairies began making increasingly different dairy products. And the polka dot dressed cute girl after all covered only Amul Butter, even though at that time, Butter was the flagship product, and in many ways still is.

The Taste of India – these four words are more than what the common man may think of them as – a mere slogan. Advertising people call this corporate positioning. But, jargon apart, these four words lend meaning to Amul's never ending crusade. They reinforce Amul's commitment to taking quality food products right down to the rural man - products that the common man would not have been able to afford otherwise.

(Based on newspaper reports)

DR. RAO SPEAK



Green represents - North, Mercury and Commerce. But it does not represent Profit. It represents Investments, Mutual funds, Stock Markets, speculative trading. It is suitable for Institutions dealing in venture capital / indirect finance. It is also a colour of duality and delay. It does not give success immediately. It has a tendency of sensitivity of changing business multiple times. It cannot be depend for aggressive business. It goes well when times are good. When time is bad it is the first one to exit. It is not popular as RED and BLUE. It does not go well with any other colour except with its own shades; and with white it will not work effective.



CORPORATE LOGOS

nature or travel companies.

Like blue, green is closely associated with nature and growth. The term forty shades of green is certainly appropriate and when you think about the names of the many green hues, you can see why: sea green, emerald, grass green, apple, forest, leaf, sage, olive, pea green, fir and moss green are but a few.

Green has many good connotations: getting the green light, moving to greener pastures, earning some greenbacks. Likewise, green has its dark or unattractive meanings: the green-eyed monster, feeling green around the gills and simply being green, i.e. inexperienced.

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THE VISIBLE COLOR SPECTRUM

