1. **Corporate Identity.**

Your corporate colours and identity and a critical part of your business. This is how your customers will recognise and remember you!

Consider the following companies- what colours come to mind when you think of them?

-Coca-Cola

-McDonalds

-BMW

-Starbucks

You get the idea. You may notice that the colours you listed were not particularly numerous. In general it is advised that your corporate colours use two or three colours maximum. To choose this it is advised you choose with **complementary** or **contrasting** colours. To understand what these are we can look at a colour wheel;



This is an example of contrasting colours - Green and Red contrast each other and so tend to look really good together. Colours an opposite sides of the colours wheel are contrasting colours.

Colours next to each other on a colour wheel also look good together. These are called complementary colours. For example, blue and purple tend to look good together.

If you wish to add a third colour you should consider black, white or silver.

1. Choose which colours you would like to use for your corporate colours.
2. Consider the logos below. How complex are they?



If you want a really memorable logo, it is advised that you consider making yours as simple as you can. If you want an example of the power of simplicity in logo design, consider Nike. It is possibly the most famous brand in the world and it doesn’t even necessarily need to have its name attached to it.

2. Design your logo with your corporate colours. Keep it as simple and striking as you can.