



he BRAVE & The BULL

Thinking in COLOR

What Is the Definition of Color in Art?

Color is the element of art that is produced when light, striking an object, is reflected back to the eye: that's the objective definition. But in art design, color has a slew of attributes which are primarily subjective. Those include characteristics such as harmony — when two or more colors are brought together and produce a satisfying effective response; and temperature — a blue is considered warm or cool depending on whether it leans towards purple or green and a red whether it leans towards yellow or blue.

Subjectively, then, color is a sensation, a human reaction to a hue arising in part from the optic nerve,

and in part from education and exposure to color, and perhaps in the largest part, simply from the human senses.

Early History

The earliest documented theory of color is from the Greek philosopher Aristotle (384–322 BCE), who suggested that all colors came from white and black. He also believed that four basic colors represent elements of the world: red (fire), blue (air), green (water), and gray (earth). It was the British physicist and mathematician Isaac Newton (1642–1727) who figured out that clear light was made up of seven visible colors: what we call ROYGBIV of the rainbow (red, orange, yellow, green, blue, indigo, and violet).

Colors today are defined by three measurable attributes: hue, value, and chroma or intensity. Those attributes were scientifically operationalized by the Peter Mark Roget of color, Boston artist and teacher Albert Henry Munson (1858–1918).

The Science of Color

Munson attended the Julien Academy in Paris and won a scholarship to Rome. He held exhibits in

Boston, New York, Pittsburgh, and Chicago, and taught drawing and painting at the Massachusetts School of Art between 1881 to 1918. As early as 1879, he was having conversations in Venice with the design theorist Denman Waldo Ross about developing a "systematic color scheme for painters, so as to determine mentally on some sequence before laying the palette."

Munson eventually devised a scientific system for classifying all colors with standard terminology. In 1905, he published "A Color Notation," in which he scientifically defined colors, precisely defining hue, value, and chroma, something that scholars and painters from Aristotle to da Vinci had longed for.

Munson's operationalized attributes are:

Hue: the color itself, the distinctive quality by which one can distinguish one color from another, e.g., red, blue, green, blue.

Value: the brightness of the hue, the quality by which one distinguishes a light color from a dark one, in the range from white to black.

Chroma or intensity: the quality that distinguishes a strong color from a weak one, the departure of a color sensation from that of white or gray, the intensity of a color hue.

[Why Is the Ocean Blue?](#)

[Science and Water Color: Blue or Green Color of the Sea](#)



How [Color Theory](#) Can Influence Your Customers:

Here's more to color than meets the eye. Top brands leverage [color theory](#) — the science of how different colors mix, match and contrast — to shape our emotional responses and persuade us to trust certain products. This matters because some studies suggest that people subconsciously make a judgment about a product within 90 seconds — and up to 90 percent of that assessment is based on color alone.

So, how do you use color theory to rise above the competition? I built an agency that uses color theory and design psychology to help some of the world's biggest brands succeed. Here are four simple tips all entrepreneurs and business leaders can use to leverage color like a pro:
Start with the logo, but don't stop there.

Logos are the obvious application for using color theory, and with good reason. Consumers can identify popular brands based on a logo alone, and color increases brand recognition by up to 80 percent, according to a study from the University of Loyola, Maryland.

If you invest in one thing, it makes sense to start by looking at the color of your logo. It's no wonder that companies shell out for a good logo: The BBC spent \$1.8 million on its iconic box-based logo in 1997, to take one example.

However, don't be fooled into thinking that a logo is enough for your brand to stand out. Use the logo as the foundation on which everything will be based: business cards, letterheads, websites and marketing materials, as well as materials suited to your industry — coffee-cup sleeves for bakeries, walls and design for hotels, packaging for online retails, you name it.

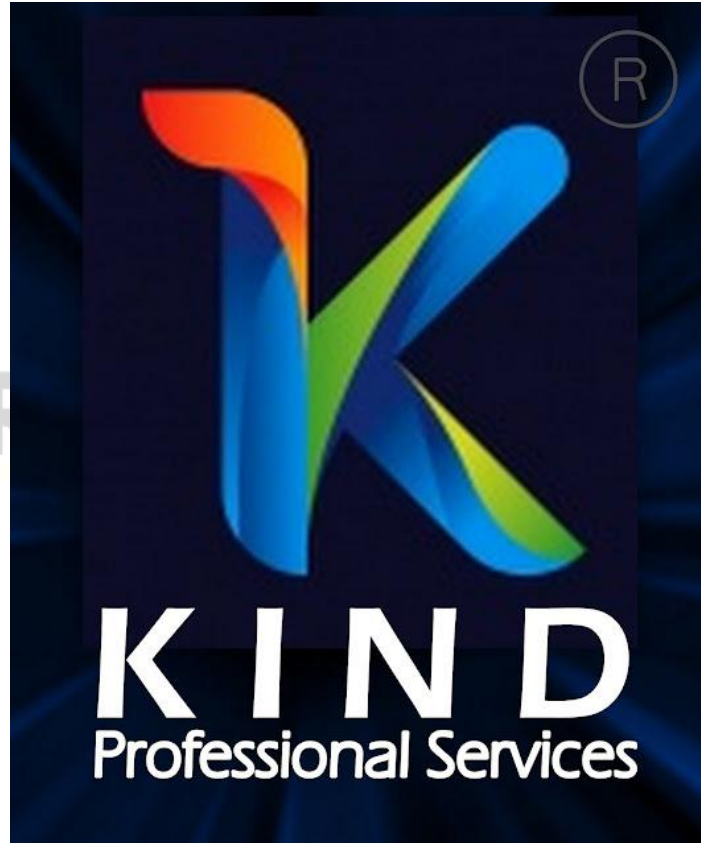
Know your identity, and align with your industry. The colors used in a logo or website visually communicate the essence of a business or organization, and so it's imperative that they align with your core identity. Much of this happens at the subconscious level.

Have you ever noticed that food apps are often red? Food is a primal urge, and red is a primal color. Red has been shown to raise blood pressure and increase appetite — and Grubhub, Yelp, Seamless, OpenTable and many fast food brands know that.

Now, call to mind some logos for your healthcare providers or local hospital. I'd bet they're blue. These brands want to establish a calming effect. However, blue is known to suppress appetite and hunger, so be sure to match your color to your product and industry.

ne BRAVE & The BULL
We established our logo in April, 2020. We looked at Pantone's selected colors for 2020 and picked the leading ones and utilised them.





Harness the power of symbols.

Color can be used compellingly to strengthen the symbolic power of your logo and other branding materials. Think about Hallmark, which employs a bold purple and gold contrast that makes for an eye-catching logo and reinforces the symbolism of royalty denoted by the crown.

The colors a brand chooses affect not only the perception of each shade in comparison to the others

used, but also the interpretation of the brand's identity and values through the associations between color and meaning. In this way, symbols are inseparable from storytelling. Color should be deployed to convey a symbol that tells your customers who you are.

the BRAVE & The BULL

Know your audience.

Symbolic definitions and colors are complicated and dependent on variables such as context and culture, so it's important to design with your specific target market, and their cultural and generational context, in mind. For instance, in some cultures, white represents innocence, but in others, it can represent death.

Even within a homogenous culture, color can have differing perceptions based on a company's specific target audience. For instance, the color gold might be an effective choice for a hotel that wants to convey luxury and opulence, but if that same hotel's target market is a younger, more environmentally conscious crowd, then that selection might carry connotations of being outdated, tacky or excessive.

Marketing teams should conduct their due diligence to come up with a design strategy that caters to their target market.

If your organization is looking to overhaul its reputation, color is a great place to start.

By rethinking your logo and branding to better align with the values and purpose of your brand, you can start a chain of positive changes and become an industry leader.

Psychology Of Color In Logo Design

<https://thelogocompany.net/psychology-of-color-in-logo-design/>

What does it mean, The Psychology of color in Logo Design?. Well, humans love color. In kindergarten, everyone wants to have the biggest box of crayons or the largest selection of colored pencils. The fascination doesn't wane with time, either.

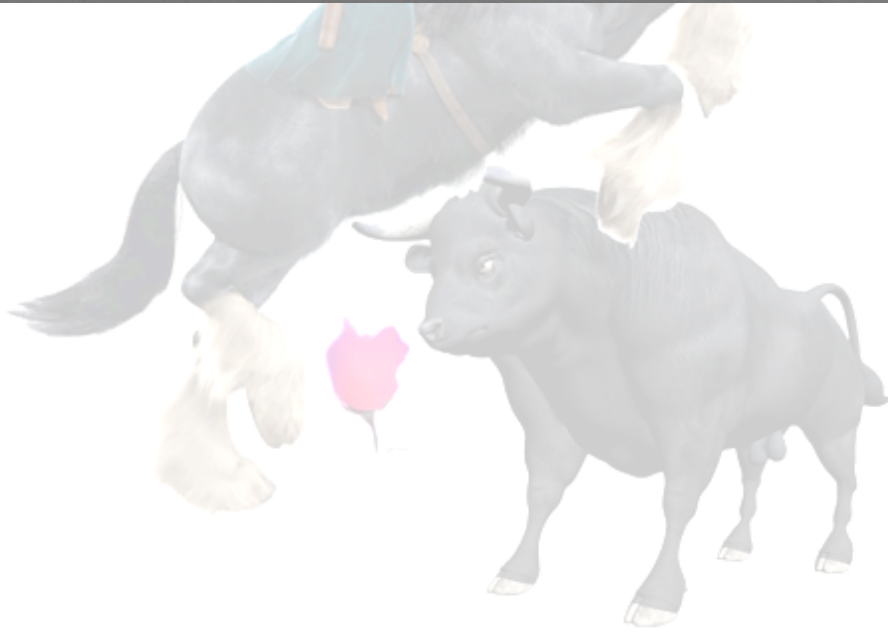
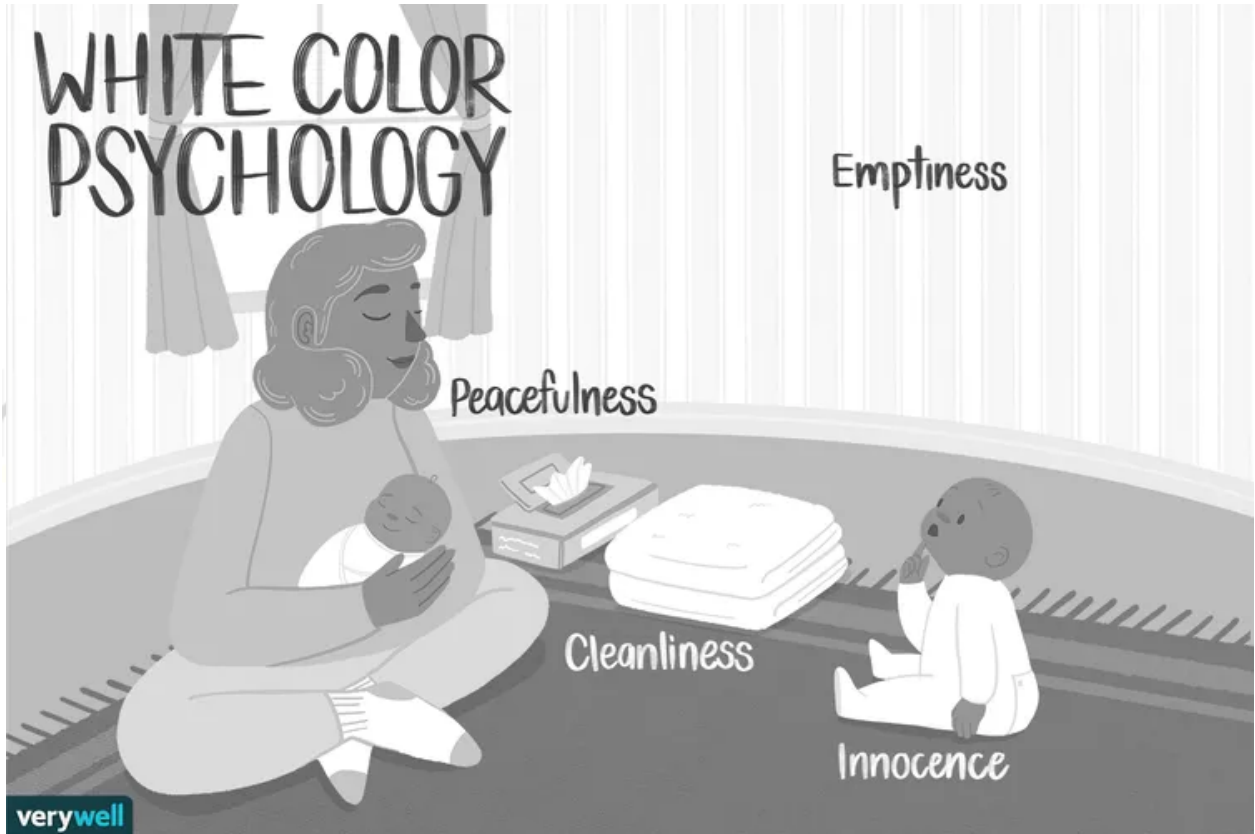
Colors convey messages, evoke emotions, and add brilliance to everyday things.



How Color Theory Can Influence Your Customers

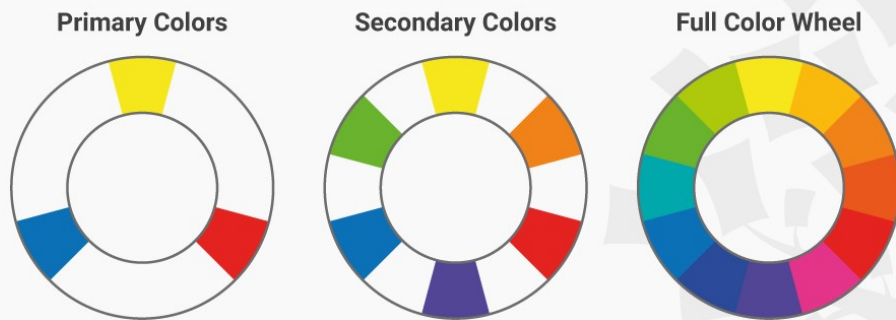
<https://kind-services.blogspot.com/2020/08/how-color-theory-can-influence-your.html>

WHITE COLOR PSYCHOLOGY





The Color Wheel



Color is in the Beholders' Eyes

Sir Isaac Newton established color theory when he invented the color wheel in 1666. Newton understood colors as human perceptions—not absolute qualities—of wavelengths of light. By systematically categorizing colors, he defined three groups:

Primary (red, blue, yellow)

Secondary (mixes of primary colors)

Tertiary (or intermediate - mixes of primary and secondary colors)



Color Schemes

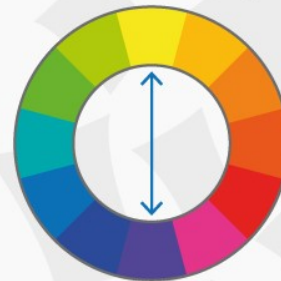
Monochromatic



Analogous



Complementary



Split-Complementary



Triad



Tetradic



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG

The power of color

<https://edu.gcfglobal.org/en/beginning-graphic-design/color/1/>

Color Psychology in Food Marketing

<https://awgsaleservices.com/2016/04/21/color-psychology-in-food-marketing/>



Intro to Graphic Design

<https://edu.gcfglobal.org/en/beginning-graphic-design/>

The basis of art, design, and more

The fundamentals of design are the foundation of every visual medium, from fine art to modern web design. They're even present in seemingly unimportant details, like the fonts that make up most compositions.

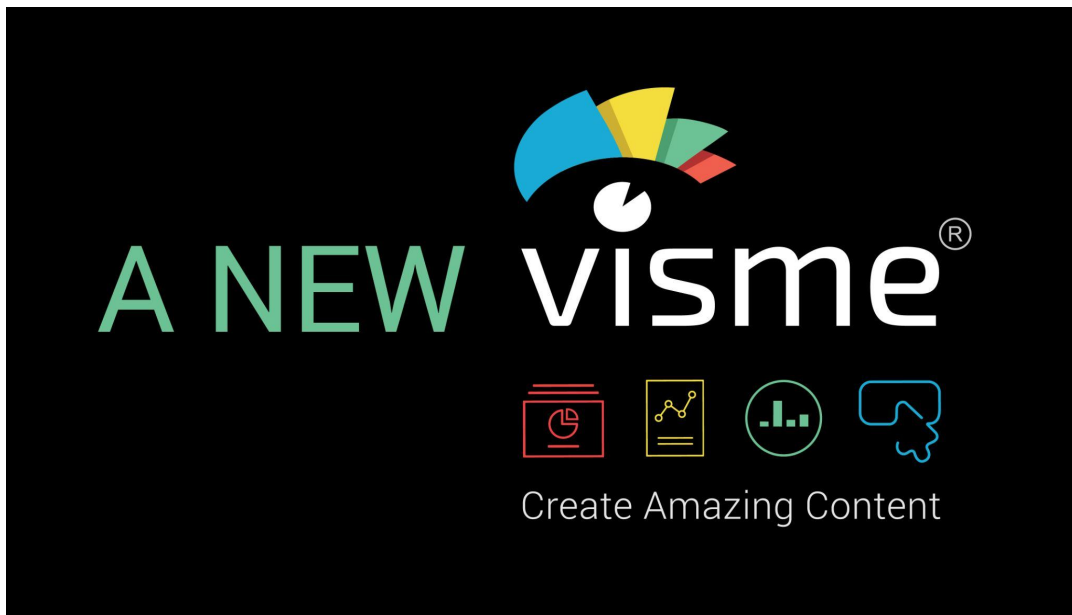
<https://www.youtube.com/watch?v=YqQx75OPRa0>

Visual Design Principles: 5 things you should know to create persuasive content

<https://www.youtube.com/watch?v=IKqqA4fCDzA>

Create Beautiful On-Brand Content with Ease in Less time with Visme's All-in-one Visual Design Tool.

<https://www.youtube.com/watch?v=KvsIFAbQjoo>



<https://my.visme.co/templates/Q2tzUG5NT0lpR0pKZ2ZFamdZWTRsUT09OjptNib9NcVotn5Rz0KN7teW/createProject#/presentations/allPresentation>



<https://dashboard.visme.co/v2/projects/own>

the BRAVE & The BULL

The Brave & The Bull[®]
Brands Exquisitely Managed

The Brave

The Bull

Brands, Exquisitely Managed

thebrave&thebull@kind-services.com

PANTONE
16-1750
Viva Magenta

The advertisement is a digital poster with a dark red border. The main image shows a woman with red hair riding a black horse with white hooves, leaping over a black bull. The background is a scenic landscape with a blue sky, white clouds, and a body of water. The text "The Brave & The Bull Brands Exquisitely Managed" is at the top right. "The Brave" and "The Bull" are written in a light pink font. The main headline "Brands, Exquisitely Managed" is in a bold, dark red font. The email address "thebrave&thebull@kind-services.com" is at the bottom. A Pantone color swatch for "Viva Magenta" is in the bottom right corner. There is also a small inset image in the top right corner showing a horse and a bull.

