

Comparative Study of the Perception Black and White Logos and Colour Logos in Evoking Consumers' Emotions

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Abstract

Logos are one of the most recognizable elements of a brand, and the colours used in them can significantly shape how people feel about a company. This study explores the comparative impact of black and white logos versus colour logos on consumers' emotional responses and brand perception. The primary purpose is to understand how logo colour schemes influence emotional engagement, brand recall, and consumer preference, thereby guiding branding strategies in marketing and design. The methodology involved a structured questionnaire distributed to participants, where a range of black and white and colour logos from diverse industries were presented. Respondents rated their emotional responses and preferences using standardized likert scales. Research findings indicate that colour logos tend to elicit stronger emotional reactions such as excitement, and trust, while black and white logos are often associated with elegance, minimalism, and professionalism. The study contributes to the field by offering empirical evidence on how colours of logos affect consumer emotions and brand interpretation. This study provides useful insights into how colour influences the way people feel about brands. It emphasizes the importance of choosing a logo design that not only looks good but also supports the emotional message a brand wants to send.

Keywords: Colour Psychology, Consumer Behaviour, Logo Design, Brand Marketing, Logo Colour

Introduction

For this research, the first thing to understand is the effectiveness of logo colour towards consumers' emotion. Human emotion is one of the complicated subjects in the field of logo designing. Human emotion is more dynamic than passive and it is greatly influenced by many factors. In this case, colours are strongly linked to emotions in the human psyche and contributes the most vital emotional trigger in logo design repertoire (Lundin, 2018). Colour

can be referred to as the “silent salesperson” as it builds relationship between the brand and target audience. Therefore, it will cause a major problem if the designers do not have deep understanding on logo colours as well as consumers’ emotion. Choosing the right color of brand properly which corresponds with emotional traits of target audience would have positive impact on brand’s growth. This makes intended characteristics conveyed by brand logo through its elements hugely important. According to Gillett (2014) there is science behind colour could increase the effectiveness of the company’s branding.

Consumers’ purchase behaviour mainly depends on the visual sense rather than on touch, smell or hearing. According to Brown (2019), colours send messages, and companies choose colours that are in line with the message they want to convey to their consumers. Without prior experience of seeing a logo, people start to connect a brand with certain characteristics based on the primary logo colour. Logos that have gradient colours, lots of fine detail, a lot of different colours or photographic content are much more likely to look quite different in these different situations as many of them use completely different printing technology and it makes it difficult to match the colours exactly. This is why the most powerful brands in the world usually stick to a simple palette of less than 3 main solid colours and avoid gradients (Johnson, 2014).

This study focused on the several gaps in prior research in consumers’ emotions between black and white logos and colour logos. Consumers react differently to the logo which is in black and white logo and colour logo. In the crowd of brands, many choose vivid colour logos to grab consumers’ attention, but black and white logos also give outstanding look and evoke strong emotion. Colour logo has chances to bring different emotion when time changes since a very minor change in the shade can bring various emotion. Contrastingly, black and white are timeless and look professional in logo designing, on the flip side can also symbolize negativity. This will help some designers and marketing managers to understand that choosing black white or colour is a key in designing and how it may make consumers gravitate towards a particular brand whether designed well or not. This has prompted the researcher to make a diagnostic study on black and white logos and colour logos in evoking consumers’ emotions in logo design.

This distinction raises an important question in the design world: how does the choice of colour or the absence of it, truly influence consumer emotion and perception? As designers and marketing professionals strive to craft logos that not only attract but also emotionally resonate, this decision becomes more than an artistic one, it becomes strategic. The motivation for this study stems from this very challenge: to uncover how the emotional responses elicited by black and white versus colour logos can guide better branding decisions. Understanding these emotional triggers can empower designers and marketers to make more informed choices, ultimately creating brand identities that consumers trust, remember, and connect with on a deeper level.

The research objectives for this research are defined as:

- To study the importance choosing black and white logos and colour logos during logo designing.
- To analyse black and white logos and colour logos in evoking consumers’ emotions.

- To understand the contribution of different emotions associated with black and white logos and colour logos design in generating positive or negative towards brands represented logo.

Research and Statistical Hypotheses:

A hypothesis is a specific statement of prediction. Hypotheses is use to answer the research questions. The hypotheses designed for this study are:

- H0: There will be no significant difference in consumers' emotion between black and white logos and colour logos.
- H1: There will be a significant difference in consumers' emotion between the black and white logos and colour logos.

Literature Review

What is logo Design?

A logo is the basic design equity owned by a company, in conjunction with the company's name. A logo is a vital element of a company's identity and serves as a key symbol representing the brand's essence. It is considered design equity, which means it holds value as a recognizable and distinctive asset of the company. This value grows over time as the logo becomes associated with the company's products, services, and reputation in the minds of consumers.

The word 'logo' is short for logotype, which means a graphic representation of a brand. Over time, the meaning of "logo" has expanded to include a wide range of graphic elements, such as symbols, icons, and emblems, that visually represent a brand. Logos are intended to visually identify a company. It is estimated that the average person is exposed to over 300 business logos or brand marks an hour (Douglas, 2011).

Black and white logos

According to Murmson (2021), black and white are not colours because they don't have specific wavelengths, black considered as the absence of visible light and white contains all wavelengths of visible light. Schenkel (2015) stated that, black is a colour that signifies instant authority and reliability. Choosing black and white logos show seriousness, convey superiority and strength. Black is authoritative and powerful; because black can evoke strong emotions, too much can be overwhelming (Henri, 2012). Moreover, black-and-white designs eliminate the possibility of color clashes or cultural misinterpretations tied to certain hues, keeping the focus solely on the brand identity and message. This clean and uncluttered approach aligns with the idea that simplicity often leads to clarity, ensuring the logo resonates with audiences while standing the test of time.

Colour logos

Colour filters human's perception of the world and alters people's relationship with their circumferentor (Rider, 2009). Humans can process colours incredibly quickly because our brains are wired to respond to visual stimuli as part of survival mechanisms. Colour perception starts in the retina, where cone cells detect red, green, or blue light and send signals through the optic nerve to the brain. The thalamus processes this input, relaying it to the visual cortex and emotional centres. Colours in a logo are chosen deliberately to align with the brand's image and appeal to its target audience.

What is Emotion?

The human brain is an incredibly complex and sophisticated organ, often described as the control centre of the body. It governs virtually every aspect of our being from basic survival functions to higher-order thinking, creativity, and emotional experiences. One of the most significant structures within the temporal lobe in brain is the amygdala, a small, almond-shaped cluster of nuclei that serves as a central hub for emotional regulation. The amygdala is often referred to by neuroscientists as the brain's "command centre" for emotions (Smith, 2016). These responses are part of what is commonly known as the "fight or flight" mechanism. Once the amygdala identifies a stimulus as threatening, it communicates with other parts of the brain, particularly the hypothalamus and the autonomic nervous system, to initiate a cascade of physical reactions. These include an increase in heart rate, release of stress hormones like adrenaline and cortisol, activation of muscles, and even reflex actions such as blinking or pulling away from danger.

How Logos' Colour Evoke Consumers' Emotion

Colours are the best visual tool to portray human emotions (Sharma, 2020). According to Batagoda (2018), the colour has been one of the most commonly used among many cultures for communicating information and creating emotions. The common idea is that a colour can generate a specific emotion at any given time. A consistent colour palette helps consumers instantly recognize a brand, even without seeing the full logo or name. That is where colours perform in logo design, as we need to convey the most important information about the brand in that space of time.

Study Methodology

This research adopted a quantitative research approach. Questionnaire used to analysis the respondents' views on black and white logos and colour logos in evoking consumers' emotions. In this case, the questionnaire employs a Likert scale, a widely-used method in social science research to measure attitudes, perceptions, or opinions. The Likert scale used in this study is a four-point scale, with response options ranging from "1 = Strongly Disagree" to "4 = Strongly Agree." This even-numbered scale deliberately omits a neutral middle point, thereby encouraging respondents to take a clear stance on each item.

Population & Sampling

For this research, the focus is on people living in the Klang Valley, which has a population of around 8.42 million. From this large population, the target group has been narrowed down to heads of households aged between 25 and 45 years old. This age group was chosen because people in this stage of life are usually financially stable and more independent in their spending habits.

Table No 1

Mean and Standard Deviation of Brand Personality Perception Based on Emotional Impact and Attention Drawn by Colour Logos Compared to Black and White Logos

Item	Mean	SD
Headphone Brand Logo 	3.81	.506
Computer Service Company Logo 	3.85	.520
Pizza Shop Logo 	3.90	.389
Bookstore Logo 	3.81	.465
Stationary Brand Logo 	3.76	.622
Food Delivery Service Logo 	3.81	.583

Chocolate Brand Logo 	3.81	.547
Cosmetic Brand Logo 	3.81	.547
Average	3.82	0.522

The Table No. (1) presents an analysis of various items related to the perception of a brand's personality through colour. The analysis of the table emphasizes the varying impacts that different aspects of color can have on brand perception. The findings illustrate that while colored logos generally elicit positive emotions, certain elements are more influential than others. The notable variance in mean scores and standard deviations highlights the complexity of consumer perceptions, suggesting that marketers should carefully consider which attributes to emphasize in their branding efforts. By aligning their branding strategies with the emotional responses associated with specific colors, businesses can enhance consumer engagement and strengthen brand identity.

Table No. (2)

Mean and Standard Deviation for Perception on Famous Brands' Logos based on attention drawn by Colour logos compared to black and white logos

Item	Mean	SD
Computer software brands 	3.48	.800
Restaurant Brands  KFC Twinings of London	3.87	.488

<p>Camera Brands</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Nikon </div> <div style="text-align: center;">  Sony </div> </div>	3.76	.624
<p>E-Hailing Apps</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Grab </div> <div style="text-align: center;">  Uber </div> </div>	3.83	.535
<p>Global Shipping Brands</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  UPS </div> <div style="text-align: center;">  MSC Mediterranean Shipping Company </div> </div>	3.68	.667
<p>Search Engine Brands</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Yahoo </div> <div style="text-align: center;">  Aol America Online </div> </div>	3.66	.702
<p>Home Appliances Brand</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  LG </div> <div style="text-align: center;">  Khind </div> </div>	3.73	.603
<p>Speakers brands</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  JBL </div> <div style="text-align: center;">  Bose </div> </div>	3.60	.699
<p>Average</p>	3.70	0.64

The Table No. (2) presents an analysis of perceptions regarding famous brands' logos based on their colours. The findings highlight that while certain logos are well-received, as evidenced by the higher mean scores, others evoke more mixed reactions, indicating a need for brands to carefully consider their colour choices.

Conclusion

In a world saturated with visual stimuli, brands are constantly competing not just for attention but for emotional connection. The motivation behind this study stems from a critical need to understand how design elements, particularly logo colour can serve as powerful tools in influencing consumer perception. As markets become increasingly competitive, brands can no longer rely solely on quality or messaging; visual identity has become a silent ambassador that speaks volumes in milliseconds. This research was driven by the belief that even small design decisions can have large-scale psychological and commercial impacts.

With the growing emphasis on emotional branding and consumer experience, this study seeks to bridge the gap between aesthetic design and strategic marketing. By delving into how colour influences memory, trust, and emotional engagement, the research offers timely insights for designers, marketers, and business leaders who aim to build lasting brand identities in a crowded digital era.

One of the key findings of the research is that coloured logos are generally more effective than black and white ones. This is because colour adds depth and emotional resonance, helping to create a stronger, more memorable identity for the brand. Moreover, the study reveals that colour enhances brand recognition. Consumers are more likely to recall a brand with a distinct and emotionally resonant colour palette. This recognition is not merely visual; it extends into how consumers emotionally relate to the brand, forming connections that often influence their buying decisions. This difference in emotional appeal underlines the importance of thoughtful design in branding.

By examining consumer responses to various logo formats, this research has provided a deeper understanding of the emotional dimensions of design. It highlights that the choice between black and white or colour is not just stylistic but strategic, with real consequences for how a brand is remembered, trusted, and emotionally interpreted by its audience.

In conclusion, this study reaffirms that colour is not just an aesthetic choice in branding, it is a strategic asset that can deeply influence consumer engagement. This research emphasizes that visual identity is a fundamental element of emotional branding. Designers and businesses must recognize that logo design decisions, particularly around colour, can significantly shape consumer perception and connection.

Recommendations

For marketers, this study underscores the need for a comprehensive understanding of colour psychology and its impact on consumer behaviour. By leveraging this knowledge, they can craft visually compelling and emotionally resonant brand imagery, ensuring their marketing efforts effectively communicate the brand's values and foster deeper connections with their audience. . By strategically applying colour psychology, marketers can align their visual branding with the core values and personality of the brand.

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