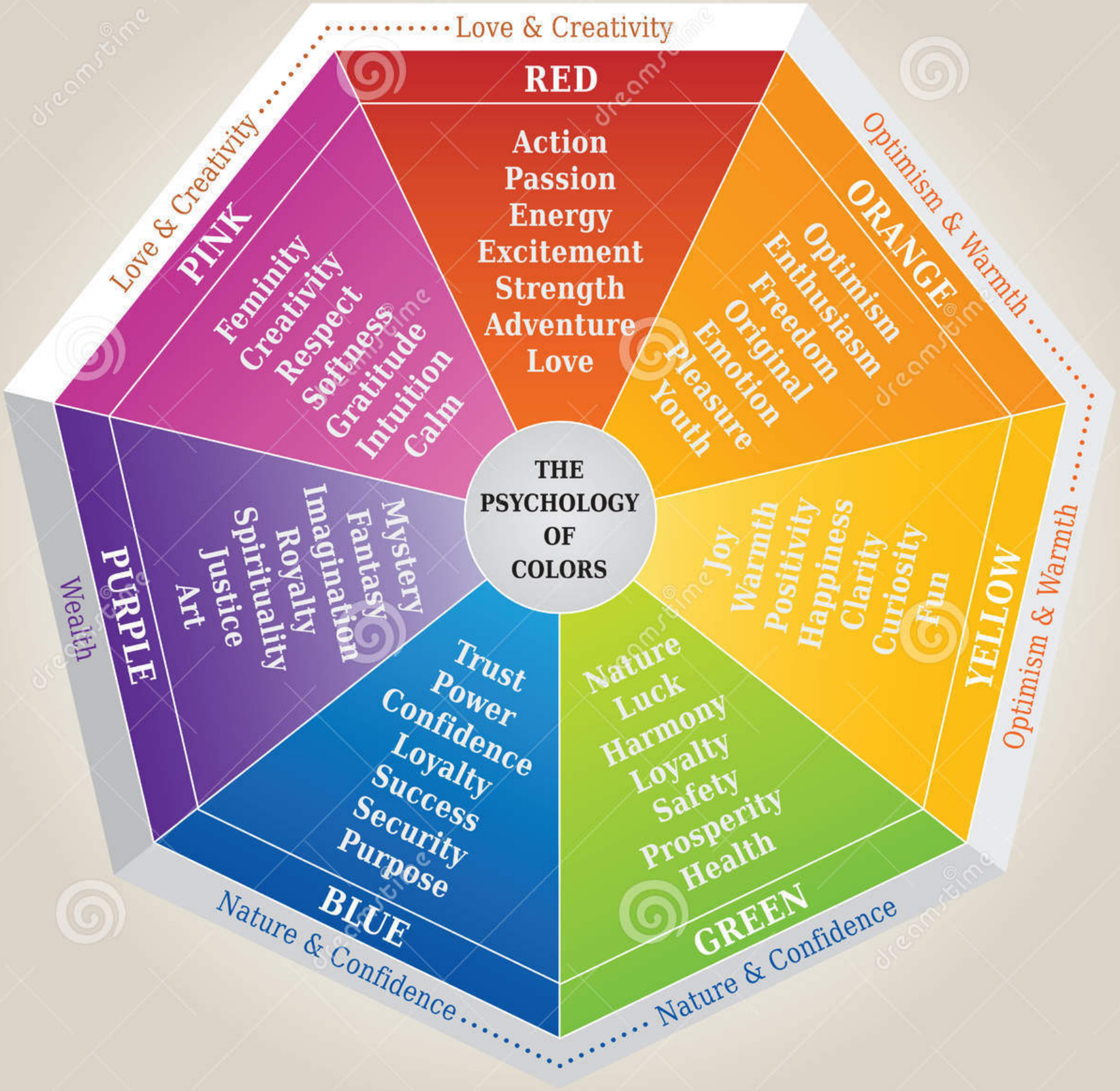


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# FARBPSYCHOLOGIE

## WAS ES VERMITTELT UND WELCHE MARKEN ES VERWENDEN

### ROT

LEIDENSCHAFT
STÄRKE WÄRME
KÜHNHEIT
WICHTIGKEIT
MÄNNLICHKEITSTI
MULATION
WAGEMUT
AUFREGUNG

### GELB

GLÜCK
WARNUNG
STIMMUNG
WÄRME
BRÜDERLICHKEIT
SELBSTWERTGEFÜHL
FREUNDLICHKEIT

### ORANGE

VITALITÄT
ENERGIE
KOMFORT
VERSPIELTHEIT
LUST AUF ESSEN

### GRÜN

FRIEDEN
RUHE
ÖKOLOGIE
NATUR
GEWISSEN
HARMONIE

### BLAU

VERTRAUEN
INTELLIGENZ
GELASSENHEIT
KOMMUNIKATION
EFFIZIENZ

### VIOLETT

KREATIVITÄT
LUXUS
AUTHENTIZITÄT
WAHRHAFTIGKEIT

### WEIß

JUGEND
REINHEIT
SAUBERKEIT
STERILITÄT
KLARHEIT

### SCHWARZ

SCHUTZ
RAFFINESSE
GLAMOUR
ELEGANZ

# RED

**MEANS:**

passionate
**active**
EXCITING
**bold** *energy*
youthful
**physical**
PIONEERING
**leader** *willpower*
*confidence*
*ambition*
**POWER**

**BRANDS:**

Kellogg's
Virgin LEGO
Coca-Cola
Nintendo
Red Bull

# PINK

**MEANS:**

*love* **calm**
**respect**
**WARMTH**
*longterm*
**feminine**
*intuitive* **care**
*assertive*
**sensitive**
*NURTURE*
**possibilities**
*UNCONDITIONAL*

**BRANDS:**

BBC three
Barbie
COSMOPOLITAN
VICTORIA'S SECRET

# PURPLE

**MEANS:**

**DEEP**
*creativity*
*unconventional*
*original*
**stimulation**
**individual**
WEALTH*modesty*
**compassion**
*DISTINGUISHED*
**respectable**
**fantasy**

**BRANDS:**

Cadbury
YAHOO!
Hallmark
Milka
Zoopla.co.uk
Your advantage in property

# NAVY

**MEANS:**

*trust* **order**
**LOYALTY**
**sincere**
*authority*
**communication**
*confidence*
**PEACE** *integrity*
*control*
**responsible**
**success**
*CALM* **masculine**

**BRANDS:**

Reebok
British Gas
GAP

# GREEN

**MEANS:**

*BALANCE*
**growth**
**restore**
**sanctuary**
*EQUILIBRIUM*
*positivity* *NATURE*
**generous**
*clarity*
**prosperity**
**good judgement**
*safety* **stable**

**BRANDS:**

bp
THE BODY SHOP
Holiday Inn
tic tac
JOHN DEERE
LACOSTE

# BLUE

**MEANS:**

**spirit**
*perspective*
**CONTENT**
*control*
**rescue**
*determination*
*self-sufficient*
**modern** goals
**aware** PURPOSE
*OPEN*
**ambition**

**BRANDS:**

intel
Blu-ray Disc
skype

# ORANGE

**MEANS:**

**INSTINCT**
*WARMTH*
**gut reaction**
**optimistic**
*spontaneity*
**extrovert**
**social** NEW IDEAS
**FREEDOM**
*impulse*
**motivation**

**BRANDS:**

Fanta
orange
MasterCard
bitly

1 Google
2
3
4
5
6 YouTube
7
8 AOL
9 eBay
10
11 amazon.com
12
13 Ask
14 FOX
15
16 Real
17
18 About.com
19 PayPal
20
21
22 Glam Media
23 CNN
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27 IMDb
28
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30 BBC
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32 cnet
33 orange
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35
36 NetShelter
37 NexTag
38
39 Gorilla Nation
40 Answers.com
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45 eHow
46 LIVEJASMIN.com
47 ESPN
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50 comcast
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52 everyday health
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57 DELL
58 globo.com
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62 WebMD
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66 classmates.com
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70 Turner
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73 NexTag
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75 conduit
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78 BEST BUY
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80 RTL
81 priceline.com
82
83 Pornhub
84 iVillage
85 ups
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87 FOX NEWS .com
88 NFL
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93 citi
94 Vistaprint
95 Sears
96 TRIBUNE
97 EA
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99
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JOHN DEERE
Ford
Coca-Cola
orange
facebook
hp
DX
IBM
NIVEA
LEVI'S
vodafone
T
Barbie

BALANCED / CALM

PEACEFUL / HEALTHY

TRUSTFUL / STRONG

CREATIVE / WISE

EXCITED / YOUTHFUL / BOLD

FRIENDLY / CHEERFUL / CONFIDENT

OPTIMISTIC / CLEAR / WARM

# Schritt & Farbe WIRKUNG

Impressionen von Firmenlogos und Farbauswahl

Quelle Bild thelogocompany.net•