

Colour in logo design

Colour is important to brand recognition, and so certain colours react with different emotions that the designer is trying to convey.

<http://en.wikipedia.org/wiki/Logo>

<http://www.logodesignteam.com/logo-design-color-psychology.html>

Pattern

Pattern is the repetition of visual objects that are set out with various spacing, both vertically and horizontally.

<http://www.atpm.com/10.02/design.shtml>

<http://www.artlandia.com/wonderland/glossary/>

Unity

Unity is created when different elements come together to create a unified structure.

<http://webdesign.about.com/od/webdesignbasics/p/aaunity.htm>

<http://www.usask.ca/education/coursework/skaalid/theory/cgdt/unity.htm>

Proximity

A way of making objects of a page, seem to fit together.

<http://www.usask.ca/education/coursework/skaalid/theory/cgdt/unity.htm>

Contrast

Contrast can be seen in design as, big and small elements, black and white text, squares and circles.

<http://desktoppub.about.com/od/contrast/Contrast.htm>

Background Colour

Background colour is the colour of the portion of a website, image or object that all other elements appear to be 'on top' of, and is usually the dominant colour.

Typography

Typography is the appearance and arrangement of font, often examined from a design point of view, with factors such as typeface relevance, colour and orientation coming under consideration.

Composition

Composition is the arrangement and orientation of elements within a photograph, illustration, sculpture, website or other creative medium.

Rule of thirds

The rule of thirds is a guideline widely employed by photographers and other artists in the composition of images. The rule is based upon 'power-points', which lie between the thirds of an image, horizontally and vertically.

Line

Edge created with two shapes, for example a black line on white paper is created by the contrast between the two elements – the white and the black. Choosing the type of line is one of the most important decisions in design. Diagonal lines are more dynamic than horizontal and vertical lines.

Shape

The perceivable form of an area, created by line or colour, clearly defined by contrast.

Emphasis

Used to attract attention to important elements of an image, website, document or other visual medium. Emphasis is used to describe a focal point, which can be achieved by altering a single colour, shape, placement, focus or isolation.

Balance

Balance is the absence of bias in a visual design, a level of equality or harmony amongst competing elements. This is achieved through symmetry, colour, weight (of images, objects or textual information).

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