



TOOL: Creativity and The Connected Economy

Introduction

The Creativity and The Connected Economy tool, is aimed as an introduction to support learners to start seeing things from a different perspective, igniting their curiosity and helping them to start seeing how things are connected together.

The session starts with learners beginning to think about the word creativity and its importance for survival in our modern world. Linking to this, learner then consider how the modern world is connected and how by understanding The Connected Economy, new opportunities can be discovered.

A simple exercise is used to explore what is seen in a famous Rembrandt painting and help the learner to start identifying connections. It's about helping to develop curiosity and to identify previously unseen connections

This is explored further by exploring messages hidden in company logos, how different type fonts influence our senses and how colour is used to improve connections. Learners then explore the power of colour and what individual colours mean, how they are used and how organisations use colour to communicate a message and make connections.

Bring this session to its close, learners consider how they could use this information in building new connections in life or in the development of their new business ideas.



Creativity and the Connected Economy

Trainer's delivery plan

Session Aim(s):	Learning materials:
<ul style="list-style-type: none">• Introduction to programme<ul style="list-style-type: none">○ Initial course paper work• Introduction to the concept of creativity<ul style="list-style-type: none">○ What do we mean by the word creativity?○ Issues that creativity may raise for the individual• Introduction to the concept of a connected economy<ul style="list-style-type: none">○ How the industrial age is changing to a connected economy○ Issues that the connected economy creates for the individual• Awareness of how things are connected<ul style="list-style-type: none">○ Becoming more aware of what we see and what it may mean○ How colour can be used to improve connections	<ul style="list-style-type: none">- Register- Wheel of life Questionnaire- Flip chart or white board and dry marker pens- Learner pens or pencils- Learn bank paper for notes- Copies of Philosopher in Mediation hand out (1 per learner)- Copies of Amazon, FedEx and BMW logos (for trainer)- Copies of logos of GAP (for trainer)- Copies of the word Lawyer in 3 different fonts (1 set per 2 learners)- Copies of the 10 images used in '10 reasons to use colour to improve connections'- Colour sheets printed double sided with colour on one side and information on the other- A set of trainer copies of logos used on colour sheets- Learner workbook- Evaluation forms <p>Note: It is recommended to laminate trainer documents, lawyer sheets, 10 images used in '10 reasons to use colour to improve connections' and the colour sheets</p>



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Expected learning outcomes:	Differentiated learning outcomes	Differentiation achieved through:
<ul style="list-style-type: none"> • Understand the importance of creativity in its broadest sense in the modern world • Understand how creativity is linked to curiosity and improves problem solving skills • Identify how organisations make subliminal connections through their logos • Identify and understand how different type fonts can be used to convey differing messages and connections • Understand how colour can be used to improve connections • Understand that how colour becomes part of visual language. • Understand the characteristics of different colours • Identify how colour is used in the connected economy 	<ul style="list-style-type: none"> • Curiosity • Awareness of connections in the modern world • Awareness on the tools of subliminal communication • Awareness of how through connection awareness new connections, sales can be achieved • Use of connections to increase social capital • Personal empowerment • Team working 	<ul style="list-style-type: none"> • Critical thinking • Interactive discussion • Team work • Personal reflection



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Timings	Key Content	Trainer Activity	Learner Activity	Resources
5 minutes	Introductions	Trainer introduction Session outline	Learners sign register Learner introduction to the group	Register
10 minutes	Wheel of Life questionnaire	Trainer hands out Wheel of Life questionnaire and asks learners to complete the questionnaire without discussion	Learner complete	Wheel of Life questionnaire
15 minutes	What is creativity and what is meant by the expression 'The connected economy'	Trainer leads discussion on what is meant by the word/expression creativity Trainer captures learner comments/key words on flip chart or white board. Trainer challenges learners to think of creativity in its broadest terms and as a key to problem solving and how they view the world, exploring the importance of curiosity.	Learners in a group discussion present their thoughts on what creativity is in its broadest sense.	Flip chart/ Whiteboard Dry marker pens



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		<p>Trainer introduces the concept of a changing world, from a formally structured industrial world to one of a connected economy.</p> <p>Trainer stresses that 'The connected economy' is not about how many Facebook friends an individual has, or twitter followers, but how in the modern world organisations and individuals can connect and how these connections improves an individuals social capital</p> <p>Trainer leads discussion on how this may impact on individuals in terms of opportunities and challenges, capturing learner comments on the flipchart/white board</p>		
10 minutes	Arousing curiosity and helping individuals to question what they see	Trainer gives each learners the Philosopher in Meditation worksheet.	On their individual worksheets learners explore the picture of the Philosopher in Meditation and as bullet points capture	Philosopher in Meditation worksheet



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		<p>Trainer asks learners to write down as bullet points what they see in the picture.</p> <p>Give 5 minutes for learners to capture their thoughts on what they see.</p> <p>Trainer asks each learner what they see in the picture. During the group feedback the trainer through questioning gets the learners to look deeper at what they see.</p>	<p>their thoughts on what they think they see. Each learner presents their ideas on what they see in the picture</p>	<p>Pens or pencils for learners</p>
10 minutes	Hidden messages in logos	<p>Trainer holds up images of company logos (Amazon, FedEx and BMW) and asks the group what they see in the logos.</p> <p>Through discussion the trainer starts to help learners understand that all around them are differing types of connections that can influence how individuals think and work.</p>	<p>Group learner discussion on what they see in the logos presented</p>	<p>Individual sheets with differing logos:</p> <ul style="list-style-type: none">• Amazon• FedEx• BMW



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10 minutes	Can type fonts influence our senses	<p>Trainer holds up the 2 differing fonts for the GAP organisation/stores, asking learners to choose which they prefer and why.</p> <p>Trainer explains what GAP had tried to achieve and why it failed.</p> <p>Trainer breaks the group into pairs and gives each group 3 cards with the word Lawyer typed in differing fonts.</p> <p>Trainer asks the group to choose which lawyer they would choose to go to based on the fonts provided and why.</p> <p>Trainer highlights to the group how a type font can affect our perceptions and also how we connect to other individuals or groups.</p>	<p>In a group discussion learner choose which GAP font/logo they prefer and why.</p> <p>In pairs learners look at the 3 fonts provide and decide which lawyer they would choose and why.</p> <p>Learners present their ideas to the group and discuss their reasoning</p>	<p>2 differing GAP logos/type fonts</p> <p>Sets of the word Lawyer in differing fonts. 3 fonts per set and enough for learners to work in pairs</p>
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20 mins	10 reasons to use colour to improve connections	<p>Trainer using the 10 provided images leads a group discussion on each of the 10 reasons to use colour to improve connections;</p> <ul style="list-style-type: none">• Use colour to speed visual search• Use colour to improve object recognition• Use colour to the enhance meaning• Use colour to convey structure• Use colour to establish identity• Use colour for symbolism• Use colour to improve usability• Use colour to communicate mood• Use colour to show associations• Use colour to express metaphors	Learners participate in group discussion on each image/reason	Copies of the 10 images used in '10 reasons to use colour to improve connections'
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55 minutes	<p>What individual colours mean, how they are used and how organisations use colour to communicate a message and make connections.</p>	<p>Trainer gives each individual in the group a colour card. Learners are told to read the back of the card but only to show the colour side to the group.</p> <p>Learners are given 5 minutes to read their card.</p> <p>The trainer then asks each learner in turn to show the colour side of the card and the group are asked what emotion or thoughts that colour invokes for them.</p> <p>Trainer facilitates a discussion on each colour, holding up the logos of the companies using that particular colour.</p>	<p>Each learner has a colour card and reads the content on the back of the card. At all times the card is kept colour side up to the rest of the group.</p> <p>When asked each learner shows their colour and asks the group what emotion or thoughts that colour invokes for them.</p> <p>The learner then reads (support give if required by the learner) the information on the colour sheet and explains what organisations use the colour and why.</p>	<p>Colour sheets printed double sided with colour on one side and information on the other</p> <p>A set of trainer copies of logos used on colour sheets</p>
10 minutes	<p>How could the learner use this information in building new connections or businesses</p>	<p>Trainer sums up what has been covered in the session:</p> <ul style="list-style-type: none"> • What is creativity • What the connect economy is • Curiosity and the importance of 	<p>Learners reflect on what they have learned in the session.</p>	<p>Blank paper</p> <p>Pens or pencils</p>



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		<p>questioning what we see</p> <ul style="list-style-type: none">• Hidden messages in images/logos• How type can affect ones senses and perceptions• The importance of colour in visual communication <p>Trainer leads a group discussion on what they have learned and how they can use this information and new understand to make new connections for themselves, with their passions/interests or potential new businesses.</p> <p>Trainer hands out copies of the student workbook for the learner to take away an reflect on.</p>	<p>Learners share their ideas on how they may be able to use this new information to understand connections or make new connections to support their personal development, passions/interests or potential new business ideas.</p> <p>Learners jot down their thoughts on blank paper if they want to.</p>	<p>Learner workbooks</p>
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5 minutes	Session evaluation	Trainer hands out and collects evaluation forms for the session	Learner completes session evaluation form	Evaluation forms
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Trainers notes:

Delivery time for this session is 2hrs and 30 minutes.

If this is not used as the first session in the training programme, then the Wheel of Life section will be removed as this is always undertaken in the first session of the training programme.

This session is designed to help learners question what they see, develop their curiosity and start to see how in various ways connections are made that can influence individuals or be used by the learner to their advantage.

In the section 'Can type influence our senses', the word Lawyer can be translated into a nationally used word for the same profession.

The companies used in the 'What individual colours mean, how they are used and how organisations use colour to communicate a message and make connections' session can be changed to similar organisations which are better known in the local culture/country of delivery. Also they can be change to fit with client group, for example other organisations may have a better linkage to young learners or to women groups.

What is Creativity

For this training programme creativity is to be considered in its widest sense. It is not just about if someone can draw or make something, it is also about how they see the world around them, about developing their curiosity, asking the question why and through their creativity developing their problem solving skills.

Human creativity is endless, but often the words "No!" and "it will never work" dominate.



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Creativity is central to both an individual's well-being and development as well as being central to our societies future prosperity. We are all creative, but for some it is a valuable skill that has been buried over a life me by fear of failure, learned helplessness and peer pressure.

Creative individuals are not programmed differently, it is just an issue of behaviour and attitude.

Creativity is the way that we explore the world, it's about curiosity, passion and confidence. The act of creating and making for an individual is deeply satisfying, life affirming and is key to developing a rewarding existence. By being able to explore ideas and situations from differing perspectives, we are better equipped to problem solve and deal with the challenges that our modern society presents.

A creative mind wants to shape the world around it, but school and society make us feel our abilities are limited and rob us of our creative confidence. Although we are all born with incredible imagination, intuition and intelligence, many individuals never know how to use them so they wither away. Often one's social network will project a limited view of one's abilities. An individual needs to challenge that, but to achieve this the individual needs to step out of their comfort zone, which makes them feel vulnerable. This takes great courage.

A creative mind set can be applied to everything and individual does and can enrich life. Creativity isn't a switch that's flicked on or off, it's a way of seeing, engaging with and responding to the wider world.

In the past, for many, creativity was considered the domain of the captains of industry or the eccentric few, but in our modern connected world it is a valuable tool for all individual's. You do not need permission to create, just the confidence.

The Connected Economy

The Connected Economy is not about how many Facebook friends or twitter followers one has, but about connection which involves a complex sharing of information, expectation and culture. To successfully achieve in The Connected Economy, individuals need to be able to open up to others, which creates vulnerable moments that can be frightening. Through The Connected Economy we create partnerships and give up complete control of our outcomes.

The Industrial age of the past was about productivity and chasing scarce items, but the new Connected Economy is about abundance of choice, connection and knowledge. It embraces individuals with the resources to make choices and rewards originality, remarkability and art.



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Connections build an individual's social capital, that can multiply and increase in value. Networks created by connection become more valuable as they scale, giving the individual greater leverage for their talents and passions.

Philosopher in Meditation, painted 1632 by Rembrandt

Rembrandt (1606 –1669)

What is seen in the painting?

- Intense yellow light of the winter sun
- An old man sitting motionless
- He has turned away from his book
- What was he reading? Is he thinking? Resting? Meditating
- To the right a low cellar door
- A spiral staircase leading in to darkness
- A fire in the grate with a woman stoking it
-

Rembrandt takes us on a journey from left to right, from daylight to a fragile fire. Are these the sun that lights but does not warm and the fire that warms but does not light.

The viewer travels the painting's height by means of its spiral staircase that links the deep secrets of the cellar to the dark mysteries of the upper door.

There is a subtle interplay between all that is revealed and all that is hidden. What lies on the other side of the window, behind the cellar door or at the top of the stairs.

The largest of the worlds hidden from our eye is the philosopher's mind, his inner world.



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Shadows and darkness, a little light, a light warmth and a working mind, one could ask if that's like many individuals inner selves! This image can be used to help learner (if desired) to consider mindfulness, through the opportunity to absorb themselves in a moment. Mindfulness is not about creating emptiness, it is about having time to observe the nature of one's relationship to an experience, to observe things more attentively.

Hidden messages

Each day in the western world the individual is bombarded with an overload of information. Each day we will see around 3,000 to 5,000 adverts. Our mind thankfully delates much of what we see, but these adverts and even in company logos are often embedded hidden messages. These hidden messages are designed to influence our perceptions and make connections.



The Amazon logo double as a smile and A to Z, capturing the aim of the company.



The FedEx logo looks simple, but its hidden message is an arrow between the 'E' and 'X' saying that this is an organisation moving forward in the future.



PICTORA



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Hidden in BMW's logo is its past history building aircraft engines for the German military machine during World War II. The central part of the logo captures a propeller in motion with the blue representing the sky.

Can type fonts affect an individual's senses?

We are all consumers of type fonts. Why should we care about a font? Typefaces/fonts play a vital role in our everyday lives. They help us to navigate, to make choices, to shop, they keep us sane and sometimes they play a game of sleight of hand. Most importantly they are a key way in which one can make connections. Understand the role of fonts in our connected economy and a whole new world is opened up.

Each font or type face has a personality that influences an individual's interpretation of the words they are reading, by evoking the individual's emotions and setting a scene. This all happens at a subconscious level, our brains are conditioned to make generalisations on what they see. However, if we can help the learner start to become consciously aware of the emotional life, they will start developing a curiosity in the hidden messages presented. For the learner it can be fun and very entertaining, but ultimately will help them understand connections that are being made. Understanding these connections helps empower the learner, and ultimately gives them control over decisions they make. Understanding some of the emotional life of fonts can also help learners when they are looking to make connections, either in their personal life, passion/interests or potential new business.

Each day everyone interacts and consumes a vast array of fonts. Fonts influence what we read, or choices because instinctively we understand what they are communicating. We have all been learning to interpret these references all our lives.

As a trainer you can get the group to count the number of fonts they can see just in the room where the training is taking place.

Fonts entice us to brand loyalty, but if a brand changes its font to a style that no longer feels in keeping with your values we can become very aware of the change.



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In 2010 the international high street fashion chain Gap scrapped its redesign after only a few days, following customers protests that the new logo looked 'cheap, tacky, ordinary'. So the company promptly returned to its original fond.

G A P

Gap

Original design: Spire font

Redesign: Helvetica Bold font

Fonts save us all time. As a trainer get your group to consider a world with only one typeface/font. Instead of instinctively picking up items in a shop, they would have to read the words on every label to find out what it is, is it a cheap or luxury product. Full fat or a healthy option, a font subliminally gives us this information.



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A font helps us to make a connection with professionals. Learners are asked to consider which lawyer they would engage based on the font the lawyer uses.

LAWYER This lawyer is using Arial font

LAWYER This lawyer is using Comic Sans font

LAWYER THIS LAWYER IS USING COPPERPLATE GOTHIC

A font helps us to make a connection with professionals. Learners are asked to consider which lawyer they would engage based on the font the lawyer uses. In testing this exercise with prisoner learners in HMP The Mount in the UK, no prisoner would have chosen a lawyer using Comic Sans font. Interestingly they all would have used lawyers using the other 2 fonts, but for different purposes. The Arial font lawyer would be used for domestic type needs, like writing a Will or buying a house. However, for a big criminal offence they all would have chosen the lawyer using the Copperplate Gothic as to this group of prisoners it implied a Lawyer who was well established and a bigger law firm more able to deal with complex criminal charges.

Trainers should encourage learners to think about different fonts, what messages and connections they make, and get learner to consider:

1. How differing fonts influence them
2. How they could use differing fonts to make connections with others.



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How does colour influence

Understanding the science behind the use of colour can increase the learner effectiveness in connecting with other individuals and organisations.





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This infographic from Logo Company looks at the color choices used by major brands.

Colour is a form of non-verbal communication and an important part of our daily lives. The underlying emotions that colors evoke have been cultivated since birth and vary depending on age, geographic location, and gender (e.g. blue for boys, pink for girls).

Colour affects our moods and feelings, and research suggests that it has a physical effect as well, influencing the hormones that control our emotions. Applying color theory is one of the most powerful methods of creating customer appeal and making new connections.

Why does one feel like clicking and browsing on some websites and not others?

What makes one feel like purchasing from one online merchant vs. another? Could it be because of our emotional responses to their colour palettes?

Choosing the right colour scheme is crucial to how one make new connections or how ones brand is viewed.

Studies have shown that colour:

- Increases brand recognition by up to 80%
- Improves readership as much as 40%
- Increases comprehension by 73%
- Can be up to 85% of the reason people decide to buy

Neuroscientists believe the science behind colour processing to be very powerful and completely underexploited.

"Knowing that humans might ... be hardwired for certain hues could be a gateway into understanding the neural properties of emotion."
Neuroscientist Bevil Conway.

The implications of colour's effect on people's emotions are far reaching, and understanding you and your customers' connections to certain colours could increase the effectiveness of your learners business idea or networking.

According to research compiled by web design and marketing company WebPageFX, people make a subconscious judgment about a product in



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less than 90 seconds of viewing and a majority of these people base that assessment on colour alone.



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Training Resources



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WHAT DO YOU SEE?



amazon





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Gap



GAP



LAWYER



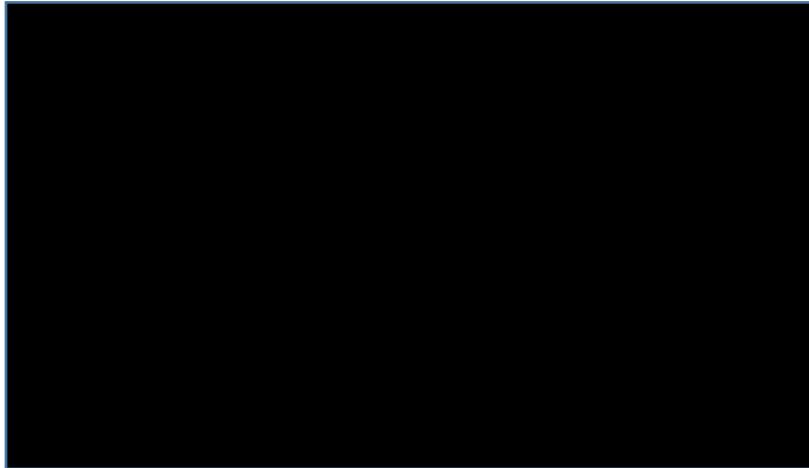
LAWYER



LAWYER



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Black



Represents:

Authority, Bold, Classic, Conservative, Distinctive, Formality, Mystery, Secrecy, Serious and Tradition.

Often used for:

Black is technically, the absence of all colour. It's a powerful and conjures authority, boldness, elegance and tradition. Black can be found in many logos for its boldness, simplicity and sophistication.

James Bond 007: Designer Unknown (© 1962 Danjaq, LLC and United Artists Corporation)

The James Bond 007 logo is solid black. The colour choice for the classic spy movie's logo works well. The colour represents the authority, mystery and sophistication that is a part of 007 movies

BBC: 1997

The current version of the BBC logo is confined gracefully in three square boxes and the company's initials are written inside these boxes. The squares portray the rapid progress of the corporation in today's world. The shape of the BBC logo specifies the objectives and limitations of the media giant. The black colour in the BBC logo stands for dignity, elegance and strength. The colour wonderfully boosts the splendour of the corporation by rendering it positive energy and eminent

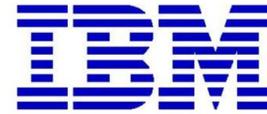


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BLUE



Represents:

Authority, Calm, Confidence, Dignity, Established, Loyalty, Power, Success, Secure and Trustworthy.

Often used for:

Blue is calming and can stir up images of authority, success and security. Most people can say they like at least one shade of blue. It is probably the most popular color in logo design and can be seen extensively in government, medical and fortune 500 company logos.

IBM: 1972 Paul Rand

The blue in the IBM (aka “Big Blue”) logo represents a company that is non-threatening yet stable and established. When Rand redesigned the IBM logo he replaced the solid type with 8 horizontal bars to represent “speed and dynamism”. While the logo typically isn’t used in its original blue today, it is still a very prominent colour in the IBM brand.

Samsung: 1993

The name is superimposed over a dynamic, new logo design, giving an overall image of dynamic enterprise. The elliptical logo shape symbolizes the world moving through space, conveying a distinctive image of innovation and change. The first letter, "S", and the last letter, "G," partially break out of the oval to connect the interior with the exterior, showing SAMSUNG's desire to be one with the world and to serve society as a whole.



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Brown



Represents:

Calmness, Depth, Earth, Natural, Roughness, Richness, Simplicity, Serious, Subtle, Utility and Woodsy.

Often used for:

Brown is used in logos related to construction and legal logos due to its simplicity, warmth and neutrality.

UPS: 1916 / 2003 Designer Unknown

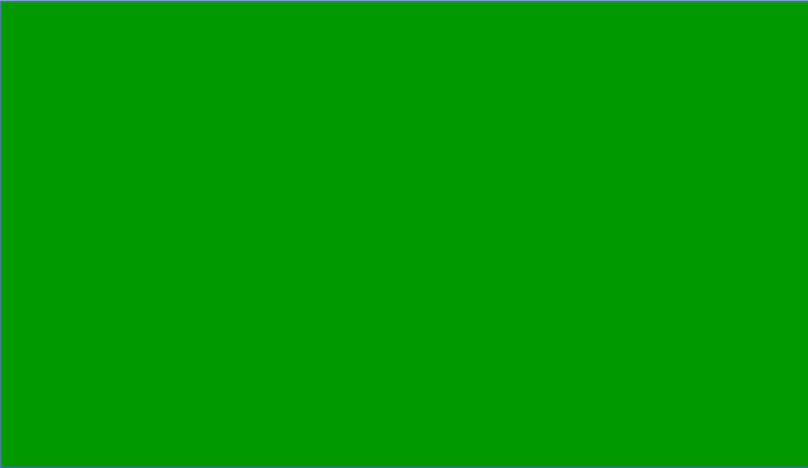
UPS uses the colour brown to differentiate itself from the competition (i.e., the USPS and FedEx). While the colour may be received by many as utilitarian, boring or conservative, UPS has taken ownership of the colour and used it as a point of distinction. In the 2003 redesign the introduction of yellow brings some warmth, friendliness and a certain richness to the mark. The brown shield is incredibly distinctive and the dark colours manage to stand out in a world where brighter is usually better.

Graze:

Earthy natural logo for graze boxes.



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GREEN



Represents:

Crisp, Environmental, Fresh, Harmony, Health, Healing, Inexperience, Money, Nature, Renewal and Tranquility.

Often used for:

Green represents life and renewal. It is a restful and soothing color but can also represent jealousy and inexperience. You can often find it used in companies that want to portray themselves as eco-friendly.

BP: 2000

In 2000 BP, now a group of companies that included Amoco, ARCO and Castrol, unveiled a new global brand with a new mark, a sunburst of green, yellow and white symbolizing dynamic energy in all its forms. It was called the Helios after the sun god of ancient Greece. The group said it had decided to retain the BP name because of its recognition around the world and because it stood for the new company's aspirations: 'better people, better products, big picture, beyond petroleum.'

Animal Planet: 2008 Dunning Eley Jones

Green is suitable logo colour choice for a TV channel who's programming focuses solely on nature and animals. There's a significant amount of controversy surrounding this logo. Whether you like the logo or not, it can be agreed that the various tones of green are right on for this channel. The colour conjures up imagery of jungles, grasses and nature in general.



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Grey



Represents:

Authority, Corporate Mentality, Dullness, Humility, Moody, Practicality, Respect, Somberness and Stableness.

Often used for:

Grey, is somewhere between black and white. From a moral standpoint, it is the area between good and evil. It is also known as neutral and cool. Grey is often used for the type within logos because it is neutral and works well with most other colours.

Swarovski Crystal: Designer Unknown

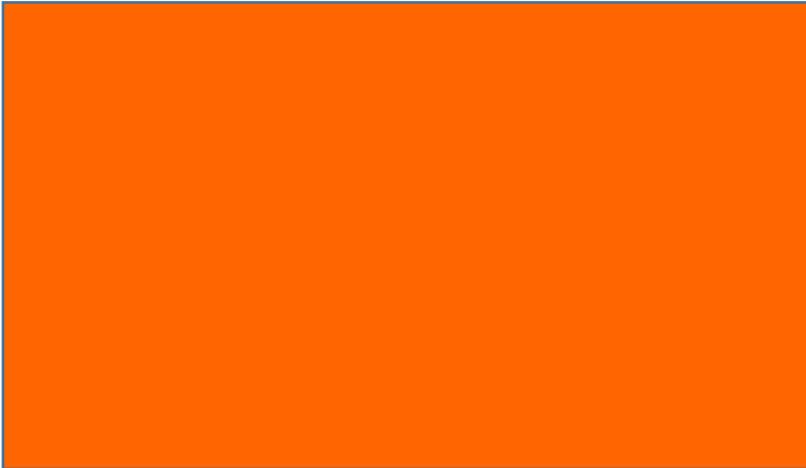
The logo for the luxury brand Swarovski, maker of lead crystal glass, is grey. The grey could be viewed to represent the lead that is a part of the product the company makes, but also represents the respect and authority that comes from the history of a company that has been around for over 100 years.

Apple: 1976/ 1998 Rob Janoff / Steve Jobs

The “bitten” Apple logo which was created by American graphic designer Rob Janoff and consisted of the rainbow theme – depicting the birth of colours in the world of information technology. The emblem is also supposed to be paying a tribute to Alan Turing (1912-1954), the undisputed founding father of computer science, who allegedly committed suicide by eating a cyanide-poisoned apple. When Jobs returned to Apple, he needed to transform Apple’s image from that of a failing company into one capable of churning out sleek and cutting edge products, and he needed a new logo to match. monochrome logo allows Apple greater flexibility when it comes to branding its products.



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Orange



Represents:

Affordable, Creativity, Enthusiasm, Fun, Jovial, Light hearted, High-Spirited and Youthful

Often used for:

Orange is made up of red and yellow and can represent attributes from each of those colours. Orange is less intense than red but still packs a lot of punch. It is more playful and youthful than red. You can commonly find it used in logos to create a playfulness or stimulate emotions and even appetites.

Nickelodeon: 1984 Tom Corey, Fred/Alan Inc., Scott Nash

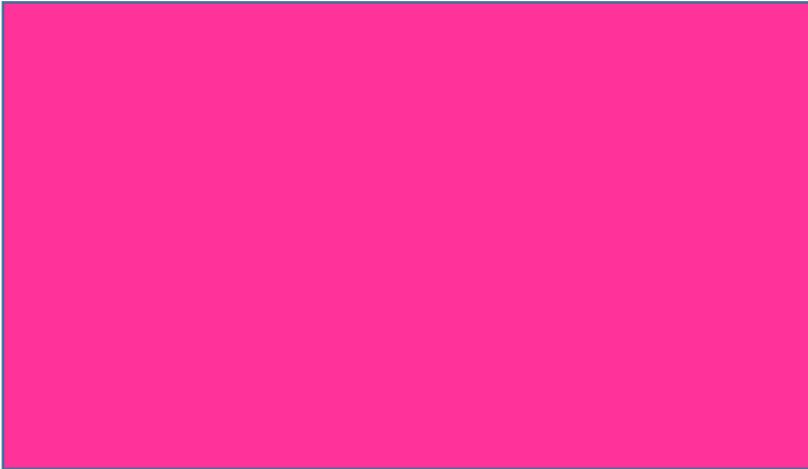
Orange is a perfect colour choice for Nickelodeon who's target audience is children. Orange is fun, light hearted and youthful which reflects the TV channel's programming. The design of the Nickelodeon logo supports the youthful theme with the paint splattered backdrop and playful typography.

The Home Depot: 1970's

The Home Depot logo comprises of an orange box which contains the company's name in a slanted and itemized stencil typeface. It is one of the most well-known and instantly recognizable logos in the interior industry which has remained unaltered for more than three decades. The orange colour in the Home Depot logo symbolizes cheerfulness, happiness and energy, whereas the white colour stands for purity, excellence and class of the brand.



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Pink

Represents:

Appreciation, Delicate, Femininity, Floral, Gentle, Girly, Gratitude, Innocence, Romantic, Soft and Tranquil.

Often used for:

Pink is a feminine colour that conjures feelings of innocence and delicateness. It's a softer version of red that can stir up visions of little girls, bubble-gum and cotton candy. The colour pink is also widely associated with breast cancer awareness. It is often used in logos to add a feminine flare.

Barbie: 1959 Designer Unknown

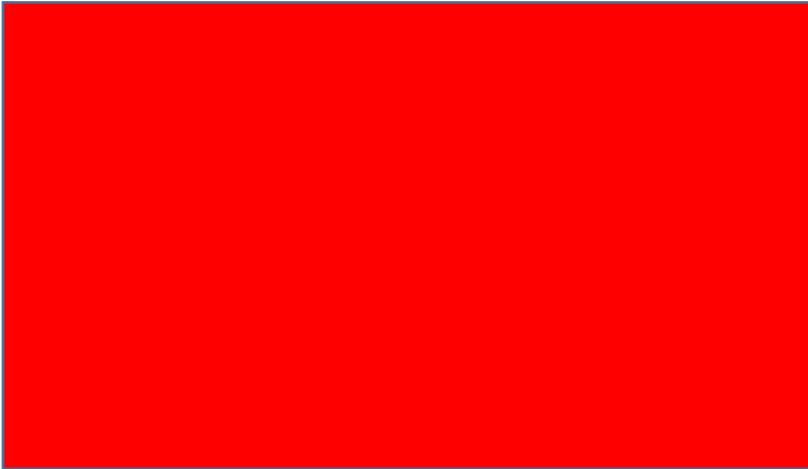
The colour pink is very prominent in Mattel's Barbie logo and supporting branding material. It is a fitting colour for a toy that is marketed to little girls. The typeface compliments the colour choice and helps to reinforce the brands positioning by giving the impression of a young girl's handwriting.

Victoria's Secret: 1982

Victoria's Secret was established in San Francisco during the early 1970's by Roy Raymond. The concept was to establish a cosy, inviting atmosphere similar to that of a Victorian boudoir.



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RED



Represents:

Action, Adventure, Aggressive, Blood, Danger, Drive, Energy, Excitement, Love, Passion, Strength and Vigour

Often used for:

To grip the viewer's attention and has been known to raise one's blood pressure or make people hungry.

Red Bull: 1987 Designer Unknown

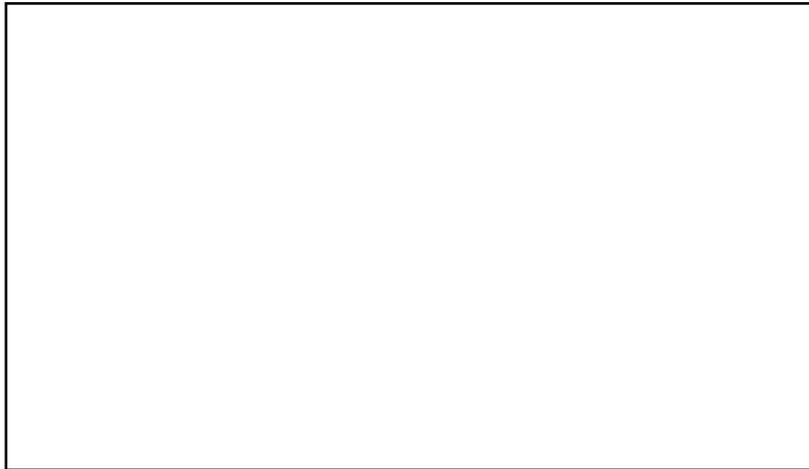
Red Bull gets a double dose of red in its logo and is a great color choice for a logo that represents an energy drink company. The company markets the drink as, "Red Bull vitalizes body and mind" and "Red Bull gives you wiiings!". Both of these phrases reinforce why red was an excellent color choice for the logo. By accenting the red with yellow a loosely analogous color palette is created for the brand.

Virgin: 1970's Designer Unknown

When Richard Branson signed the Sex Pistols he wanted something a little more punk. A young designer scribbled the signature out and Richard Branson loved it. This punk inspired logo is still used today representing the exciting and ever disrupting world of Virgin from airlines to banks, from media to health clubs.



THE CCEO MANUAL





White



Represents:

Cleanliness, Innocence, Peace, Purity, Refined, Sterile, Simplicity, Surrender and Truthfulness

Often used for:

White is the universal colour of peace and purity. It can often be found in logos as reversed text or negative space.

Girl Scouts: 1978 Saul Bass

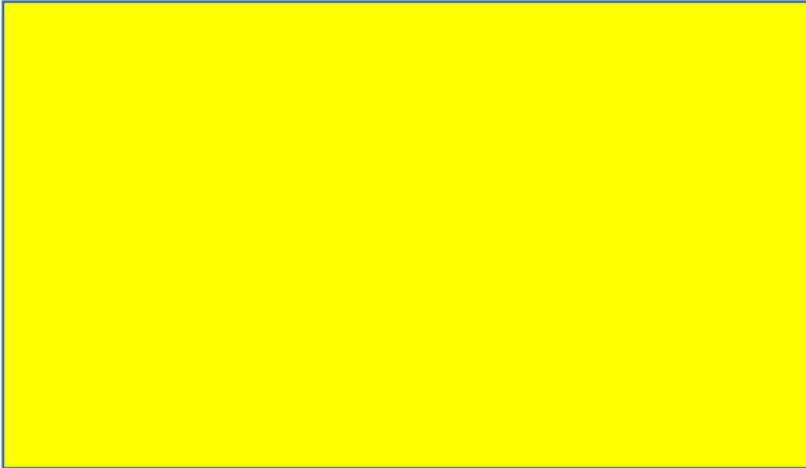
While green may be the more prominent colour in the Girl Scouts logo it also uses the negative space to create the silhouettes of two faces. The combination of the silhouetted faces and the white create a certain purity and innocence in the logo.

Puma: 1948

The Puma logo mostly appears in a basic black and white colour scheme, which provides a natural feeling of warmth and bears a very appealing yet classy impression. The Puma logo very efficiently personifies the brand's future-forward approach, global dominance and its dedication to excellence.



THE CCEO MANUAL





Yellow



Represents:

Caution, Cheerful, Cowardice, Curiosity, Happiness, Joy, Playful, Positivity, Sunshine and Warmth

Often used for:

Yellow, much like red, can have conflicting messages. It can represent sunshine and happiness or caution and cowardice. Yellow is bright and highly visible which is why it can often be found on caution and other road signs. Yellow is often used in logo design to get attention, create happiness and warmth

McDonald's: 1962 Jim Schindler

The successful McDonald's franchise (aka The Golden Arches) and their slogan "I'm Lovin' It". Like Red Bull, McDonald's uses a loosely analogous color palette. The difference is that McDonald's is mainly yellow which fitting for this brand that focuses on children, playfulness and happiness. The red works well as an accent color and has been known to raise ones blood pressure and evoke hunger. This color combination has influenced many other fast food chains

Shell: Over 100yrs

For more than 100 years the word 'Shell', the "Pecten" emblem and distinctive red and yellow colours have identified the Shell brand and promote shells corporate reputation. The "Pecten" is linked to St James Shell. In 1915, when the Shell Company of California first built service stations, they had to compete against other companies. Bright colours were the solution, but colours that would not offend the Californians. Because of the state's strong Spanish connections, the red and yellow of Spain were chosen