



Google

FEDEX HAS MINIMAL SPACING TO SUGGEST A TIGHT

HSBC USES A CLASSIC SERIF FONT IN UPPERCASE LETTERS

COMPANIES

BBC SONY

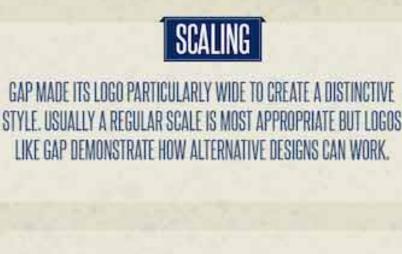
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GAP

PORTRAYING ITSELF AS:

TRUSTWORTHY

STRONG



**HSBC** 

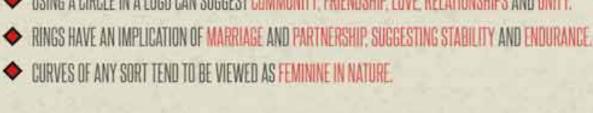
ECEX. PUNCTUAL SERVICE, SPACING REFERS TO THE GAPS BETWEEN THE LETTERS. WHAT IS THE ROLE OF SHAPE?





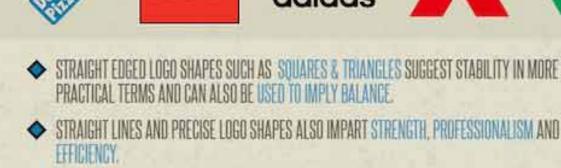


INFER PARTICULAR QUALITIES ABOUT

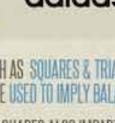


**SQUARES & TRIANGLES** 





RELIGION AND LAW

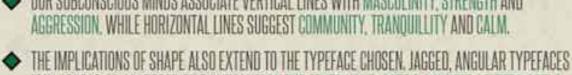






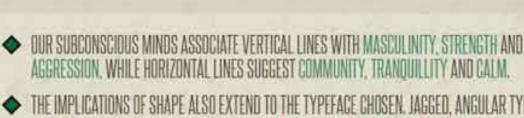
- STRAIGHT LINES AND PRECISE LOGO SHAPES ALSO IMPART STRENGTH, PROFESSIONALISM AND IT HAS ALSO BEEN SUGGESTED THAT TRIANGLES HAVE A GOOD ASSOCIATION WITH POWER. SCIENCE.
- THESE TEND TO BE VIEWED AS MASCULINE ATTRIBUTES, SO IT'S NO COINCIDENCE THAT TRIANGLES FEATURE MORE PROMINENTLY IN THE LOGOS OF COMPANIES WHOSE PRODUCTS HAVE A MASCULINE BIAS.
- **VERTICAL LINES & HORIZONTAL LINES** al tal ta





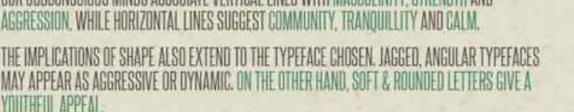
YOUTHFUL APPEAL

TOBLERONE





CISCO



- REFERENCES WWW.THEJLSAGENCY.COM/DO-GOLORS-AFFECT-BRANDS/ WWW.CREATIVEBLOQ.COM/LOGO-DESIGN/PSYCHOLOGY-LOGO-SHAPES-8133918 WWW.WEBDESIGNERBEPOT.COM/2012/08/THE-PSYCHOLOGY-OF-LOGB-DESIGN/

WWW.YOUTHEDESIGNER.COM/GRAPHIC-BESIGN-TIPS/HOW-TO-CHOOSE-THE-RIGHT-FONT-FOR-YOUR-LOGO WWW.HUFFINGTONPOST.COM/BRIAN-HONIGMAN/PSYCHOLOGY-COLOR-DESIGN-INFOGRAPHIC B 2518608.HTML