Red Icons

Where else does red show up?

- Call-to-Action Buttons
- Food Advertising
- Valentine‘s Day, Christmas, ...
- Street Signs
- Brake Lights
- Fire Extinguisher
- Politics: Red is associated with the left, particularly in Europe
- Team Kits, Streaming, ...

Red in Advertising

- Red is barely used in sanitary advertisements. Why? Because red is a strong color that stimulates discomfort. Many ads such as for period products, bandages, etc. show the blood in a neutral, clean blue tone. Blue is associated to be clean and calm, whereas red is the complete opposite.
- While some companies deliberately replace red, some also choose to use the color as much as they can. Most McDonald‘s marketing includes red, because of the colors power to stimulate appetite. Most red is also highly saturated to stand out and capture your attention.

What would happen, if some brands stopped using red?

- The best example is McDonald‘s. Here the logo is blue. This color makes it look like a brand in the corporate sector, barely reminding you of food. Color does more to us than we realise, it is a subconscious effect that all of us experience. Color also connects us to the brand or product. Many brands have tried rebranding to a different color, resulting in massive backlash due to the people missing what they had built up with the old color. This example shows how we have to think about the color we use in design, because the wrong color could distort the entire image of the vision we try to realise. Spider-Man is also a famous red symbol for people all around the world. If he was green and white, I doubt many children would develop a connection to him, red has always been the attention seeking color.

