

RECOGNITION OF BRAND COLORS WITHOUT LOGO PRESENT

STATEMENT OF PROBLEM:

It is not known how well people of typical color vision can recognize brands based on color alone without the recognizable logo present.

RESEARCH QUESTION:

Can a person with typical color vision accurately identify various brand colors correctly when given a choice of six color samples consisting of one correct swatch and 5 near similar swatches with varying LAB values?

INSTRUMENTS:

There will be two different survey instruments used for the study, the Enchroma Color Vision Test and the Brand Color Test. Participants must first pass the Enchroma Color Vision test to ensure that they are not color deficient. The Enchroma Color Vision Test (2015) mimics the style of the Ishihara Color Blindness Test, but is available online with accurate results. The test consists of a number of images that consist of a circle of dots appearing randomized in color and size. Within this pattern are dots that form a number that are clearly visible to those with normal color vision, and invisible or difficult to see for those with color deficiencies. The Brand Color Test uses swatches made up of 6 different color variations similar to the actual color swatch. One of the 6 colors is the actual color of that brand's logo, which was found in HEX values from brandcolors.net, the other 5 swatches were created using a specific formula. The HEX value was converted into LAB values and then the remaining 5 values were changed with a consistent formula.



PARTICIPANTS: 69 TOTAL

GENDER
49 female
19 male
1 not specified

AGE
60 between 17-24
9 over 24

COLOR VISION
67 normal
1 deuteranopia
1 protanopia

HOW SWATCHES WERE MANIPULATED:

CONTROL SWATCH: LAB code for brand color, unmanipulated

SWATCH 1: +10 L channel

SWATCH 2: +15 L channel, +10 B channel

SWATCH 3: -15 L channel, +10 B channel

SWATCH 4: -10 L channel

SWATCH 5: -20 A channel, -20 B channel

This survey was administered online using the Canvas Learning Management System. Participants only had access to the quiz through use of their Canvas user ID and password. The survey was not available to the general public.

Participants logged into Canvas, completed the first two questions (age and gender), and were prompted to go to the Enchroma website to complete the Enchroma Color Blindness Test. After taking the test, participants went back to the Canvas quiz to answer one more demographic question about their Enchroma results and then answer six color swatch questions.

