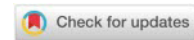


SLOGANS AND COLOURS AS MEANS OF COMMUNICATION

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Abstract: In addition to a successful slogan, the successful use of colours is of crucial importance in marketing practice, because consumers can more easily notice a slogan that emphasizes psychological factors in consumer behaviour, social and other needs or special product characteristics. Consumers are constantly surrounded by a large number of advertisements, brands and logos, various slogans and sayings but consumer attention in the sea of listed ones is short-lived. This is exactly the reason that brands create their visual identity in such a way that they are different from others and recognizable to a wider group of people. One of the successful ways is the use of colours that shape human perception and offer different experiences. But to achieve their goal, which is to attract attention, they have to emphasize certain characteristics or services. However, one must approach this carefully, because the wrong choice of colours and slogans can send the wrong message. The power of colours originates from the history of the oldest civilizations up to our modern era and gives us meaning and significance in non-verbal communication and neurolinguistic programming. An explanation of the relationship between the concepts of marketing and linguistics will be provided to explain their close and mutual connection. The perception and psychological meaning of colours will be described taking into account the marketing use of colours and the linguistic use of slogans. The method used is a contrastive analysis of the visual identity and a descriptive analysis of the interpretation of symbolism of the used colours. In the analysis, the explanation of the slogans and colours of brands from around the world will be given. Due to the complexity of this topic, which encompasses marketing, linguistics, psychology, and sociology, the selection of the corpus and literature used in its preparation was collected in an interdisciplinary manner.

Keywords: slogan, colour, communication, linguistics, marketing, NLP

Field: Humanities

1. INTRODUCTION

Human communication is divided into verbal and non-verbal. The verbal communication through slogans and non-verbal through the visual identity of brands are important for this paper. According to T.C. Melewar (2002), visual identity is a form of communication by which an organization tries to convey a message to its users, in a way that is necessary for the organization to achieve its goals. Therefore, it should not be emphasized how important is the message that the organization sends to its audience since sometimes their success depends on it. Although, there are several definitions of marketing, according to Milas (2007) marketing is the process of planning and execution of the conception, promotion, distribution and determination of the price of ideas, goods and services for the movement of exchange that meets individual and organizational goals. Kotler (2003) explains that the goal of marketing is to satisfy the social needs of consumers as well as markets and brands in order to make a profit. Kostić (2022) claims that a very prominent feature of advertising discourse is evocativeness. This means that marketing campaign uses slogans that include elements of oral and media culture, literature, poetic and sports vocabulary, scientific language, and the speech of young people. Sedek (2020), in *Colours in marketing*, says that according to Vojinović and Jovović marketing is a business function that includes activities through which brands adapt to consumer needs. These activities are the identification of their needs and their satisfaction at the right time at the market prices that consumers are willing to pay.

2. THEORETICAL FRAMEWORK

What connects marketing and linguistics is communication through images, colours, logos, slogans, etc. Communication comes from the Latin word "communicare" which means "to make common" or "to make general". Communication is the process of transmitting information provided that all participants in the communication understand the information. Communication is not simple, but it takes an extraordinary amount of effort to transmit certain information accurately and correctly. Communication represents listening, reading, understanding, processing and only then transmitting the message, and of course ideas and emotions are involved in all these processes. Čerepinko (2011) in his book *Communicology* mentions Katherine Miller and her book 'Communication Theories: Perspectives, Processes, and Contexts', which

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provides an overview of as many as seventeen different definitions of communication throughout history: Weaver, e.g. says that communication 'includes all the procedures by which people influence each other', and Hawes calls communication 'structured behaviour in space-time with a symbolic determination'. In all of them, communication is viewed either as a process, as the creation of meaning or as the transmission of certain information or a message. It is very often viewed as a combination of two components or even all three together.

According to Timotić (2021), a brand is the totality of observations - everything we see, hear, read, know, feel and think about a product or that company. As part of branding, there are visible and invisible elements. Invisible elements are what the brand represents and they are not in the domain of the sensory spectrum. Visible elements are also the subject of our analysis, and these are all elements that can be registered with the senses. The same author explains them as everything we see, hear, touch, taste or feel. Among them, the most important are the name, logo, colour, slogan design and product packaging. According to Wheeler and Meyerson (2024) brand is a competition which creates infinite choices. Companies look for ways to connect emotionally with customers, create loyalty, and make themselves irreplaceable. A strong brand stands out in a densely crowded marketplace. People trust brands, identify with them, and believe in their superiority. Successful companies are recognisable all over the world, and the people have memorised their colour scheme of visual representation and even more often the slogans they used.

The word slogan comes from the Celtic word "slaughter" = army + gharim + war, which can be understood as "war cry". Therefore, the language used in slogans is often perceived as a powerful weapon (Michalik, 2016). Slogans are used to establish brand identity, to raise awareness of the product, stimulate interest, create a desired image and secure a position in the market that will enable the company not only to achieve its sales goals, but also to compete effectively with other products. According to the same author (ibid), a slogan is a short, simple and recognizable phrase or sentence used in marketing and advertising to attract and retain customers. In the context of marketing, a slogan is a short associative sentence that reflects the purpose of the brand (<https://ekonomskiportal.com/sto-boja-govori-o-vasem-brendu/>). It is a written or verbal message that describes the uniqueness of that brand in the form of a phrase or a sentence. A successful slogan will attract the consumer and have a positive effect on his emotions. It is Virijević-Jovanović on the web page (<https://mbs.edu.rs/mbsblog/marketinski-trik-slogani-koji-se-pamte/>) who claims that the slogan of the Gucci brand, "Quality is remembered long after price is forgotten", sends the message to consumers that the money they spent on a certain product will be perceived as a good investment, because the product will last longer than their memory of the price of the same. Although they are quite honest and aware that their products are not cheap, they promise excellent quality and durability. The importance and analysis of the use of slogans was also described by Vukelić (2014), who claims that advertising slogans often remain in the user's memory even after the advertisement ceases to be active. Bagić (2012) claims that slogans in the modern times should be treated as versions of epiphonema, because as he claims, modern marketing combines visual and auditory elements. Since brands are very often advertised visually, the language that appears in slogans and its task is further to emphasize the content of the photo or to complete the narrative of the advertising video. According to Crystal (1994) in *The Cambridge Encyclopedia of English language*, slogan was used to describe the battle-cry or rallying-cry of a Scottish clan. The author refers to the today's slogans to be a catchy, mind-grabbing utterance which will attract people to buy something, but in the linguistic structure slogans are very like proverbs, they tend to be short with a strong rhyme. (ibid)

On the web page (<https://mbs.edu.rs/mbsblog/marketinski-trik-slogani-koji-se-pamte/>) a good slogan must:

- be simple and clear,
- sound good when pronounced,
- look good in written form, because it will be used in printed and digital media,
- convey sales ideas - to encourage the purchase of the product,
- have a value to be remembered,
- be unique - to stand out on the market.

Vukelić (2014) explains the language techniques used in slogans:

- use of the singular - to appeal to intimacy
- use of the plural - separating the individual from the context of the mass
- use of the imperative - directing role (directing to product)
- use of superlatives - presenting the product in the best possible light
- use of interrogative and exclamatory sentences - to establish direct communication
- use of paraphrase-a figure of speech that is used to modify, retell, or elaborate

- use of the English language - achieving wider international acceptance

Čatipović (2021) claims that there are many more linguistic stylistic figures and techniques that are used in the creation of advertising slogans, which we will list below:

- figures of diction: epanalepsis, rhyming, anaphora, epizeuxis, gemination, epiphora, alliteration
- figures of speech: metaphor, allegory, personification, anthropomorphism, epithets
- figures of thought: hyperbole, antithesis
- figures of construction and discourse: gradation

Although this is not the subject of the analysis of this paper, it is interesting to mention so that this paper would offer readers opportunities for further research.

2.1. PERCEPTION AND PSYCHOLOGICAL MEANING OF COLOURS IN MARKETING

Colour as a physical thing and its naming is very interesting topic for linguists and anthropologists. Chromatic values within the spectrum are divided and named differently, which proves the instability of the colour system. This means that new words for colours are created, borrowed from other languages. These words can die out or even change their meaning. The basic words for colours in the world's languages range from two words to a dozen or more for the basic colour system. As Bytyci emphasises in his work *Influence of Colours as Key element in Consumer Marketing* (2020) colour and marketing go hand in hand with each other. Using colour in business marketing, whether in advertising, promotions, business writing or product writing, can send a positive or negative message to the subconscious, creating a good or bad perception of the business or product. He argues further (ibid) that colours can have multiple meanings (mostly positive or negative), plus there are variations depending on culture or religion.

There are two opposite sides of colour studies perception and these are: 1. universalists (universal tendencies for naming colours in connection with the physical characteristics of human vision) and 2. relativists (who claim that in addition to colour perception, we must also take into account cultural phenomena and linguistic backgrounds) (Brenko et al., 2009). It is precisely because of these conflicting opinions that psychology is trying to find a way to explain, but also to help other sciences to understand more successfully the perception and use of colours in their applications. Marketing experts are widely aware of the great importance of the role of colours in sales and product placement (Tkalac-Verčić, Kuharić-Smrekar, 2007).

For a long time, it was believed that colour was important exclusively for visual art and that it had no influence on other aspects of human life, which is extremely wrong. Colour has great power, it is extremely easy to notice, and is increasingly present in both verbal and nonverbal communication. Among the sciences that are quite dependent on colour is marketing. Milković and Zjakić (2010) claim that the perception of colours depends on each person and affects their behaviour, mood and emotional state. Considering how colours affect us, they are divided into: 1. Passive, active and neutral, 2. Positive and negative, 3. Causing satisfaction or dissatisfaction and 4. Happy, unhappy and safe colours (Franić, 2019)

On the web page (<https://progressive.com.hr/?p=30448>) the cultural and symbolic meaning of colours in marketing is described:

1. YELLOW is one of the three primary colours, it is a warm colour and is considered to have a stimulating effect, encourages joy, happiness and symbolizes hope. It is often used on traffic signs. Yellow is widely used by brands that want to associate warm, pleasant and youthful energy (e.g. Pipi, McDonalds) and accessibility (lower price tags are in yellow). But it must be emphasized that it is also the colour of cowardice and betrayal, because, for example, liberals in politics use this colour to deviate from radical and rigid previous rules and regulations.

2. ORANGE is an energetic colour that is a combination of the aggressiveness of red and the optimism of yellow. It also seems festive and cheerful, it is the colour of vitality and energy (e.g. Amazon), and because of its ability to stimulate the spirit of adventure (e.g. Harley Davidson) it is often used by brands in the travel sector (e.g. Trivago). In marketing it is often used as a call to some kind of our action whether we need to buy something, book, register, etc. It is known as the national colour of the Netherlands and its royal family, but it especially represents young and relaxed brands. (e.g. Fanta, Firefox-internet browser).

3. RED is a symbol of love, passion, excitement and anger, it can be irritating and it is a very recognizable colour. It is believed that red can cheer up, but also accelerates the pulse, breathing and muscle tension. It is considered an extremely good choice for loud, playful brands, and is most often used by food brands because it is believed to stimulate the appetite (Coca-Cola, KFC, Mc Donalds). This is also the colour of a certain political system, the colour of communists, socialists, and American Republicans.

4. PURPLE is associated with kings and blue blood; it is considered a mystical and mysterious

colour. It is even considered the colour of subdued passion, but it is ideal for brands that strive to leave an impression of sophistication and luxury and creativity. In marketing, purple is a creative and sophisticated colour, and in politics it represents revolutionary movements. Famous brands that successfully use purple are Viber, Yahoo, Milka, etc.

5. BLUE is the most favourite colour in the world and an extremely positive colour because it encourages a sense of peace, spirituality, sea, sky and has a positive effect on concentration. Blue is the right choice for medical services, but also for famous social networks (Facebook) because it has a calming effect. In world politics, it is the colour of conservatives, but in America it is used by Democrats. However, darker shades of blue can seem cold and repulsive, so you should be careful when choosing a tone of blue, because blue also has a connotation of a slightly depressive colour (idioms such as: in the blues, baby-blues).

6. GREEN is the colour of nature and inner peace. It symbolizes a connection with nature, for example (Whole Foods, bio&bio). Brands that want to send a message of fresh beginnings should seriously consider green, but they should also be careful about the shades of the colour, because dark greens can cause disgust, and light ones give a message of immaturity of the brand. Green is also the colour of money and health, and in politics it is often used by environmental movements.

7. GREY is the most neutral colour that exists and its initial symbolism is practicality and timelessness, but also coldness and stability (e.g. Apple, Toyota). However, grey is much more often used in combination with a bright colour to slightly neutralize it.

8. BLACK traditionally symbolizes professionalism and seriousness, and can be identified with elegance and power (e.g. BMW, Prada). Brands that use black want to give the impression of authority and responsibility (e.g. Nike). Black also represents power, stability and authority, and in politics is often associated with anarchism and even fascism.

9. WHITE is another atypical and neutral colour. It is the colour of reflection and represents purity, efficiency and sophistication. Brands that want to give the impression of exclusivity and luxury reach for white.

In addition to the colours described above, different cultures and nations interpret the meaning of colours differently and global brands must keep this fact in mind when creating their logo or advertising clip. For example, white colour in European countries is interpreted as purity, peace and innocence, while in India, or in Eastern countries, it is the colour of death, mourning and misfortune.

3. METHODOLOGY

This paper uses a combined methodology of data collection, i.e. a combination of quantitative and qualitative analyses and research with visual interpretation. It will be explained how successful use of slogans and application of neurolinguistic programming can be of a great benefit for the marketing. This will be achieved through various examples of the brand logos i.e. visual analysis of the used colours for marketing purposes and the interpretation and semantic analysis of the slogans used.

Due to the complexity of this topic, which encompasses marketing, linguistics, psychology, sociology, the selection of the corpus and literature used in the preparation was collected interdisciplinary. Literature from the fields of communication studies, cultural studies, psychology, sociology, marketing and linguistics was used.

The sample for brand analysis is as follows:

- slogans related to psychological factors: British Airways and Apple
- slogans related to emotions, especially happiness: Coca-Cola, Disneyland, Nesquik and Nivea
- slogans related to humour: Red Bull, Las Vegas, Snickers
- slogans in accordance with the social needs: President Obama's campaign, Grand Kafa and Nike
- slogans which are singled out because they emphasize product characteristics: Colgate and

M&Ms

- the change of the slogan to provide and prove its success: Mc Donalds.

The task of this paper is to explain that colours, in addition to being passive, active and neutral, have their own positive and negative meanings and a certain psychological effect, i.e. they evoke various feelings in us. The possibility and efficiency of communication through slogans will be examined and the background of their success explained. The explanations will be given to prove how different psychological and physical indicators of a brand (logo, colours and slogans) can be successfully used. The analysis of slogans will be in accordance to the instructions given by Vukelić (2014), mentioned in 2. Theoretical framework.

4. ANALYSIS AND DISCUSSION

In order to create and maintain a successful slogan on the market, it is important to have a good insight into the consumers to whom the product is sold. It is necessary to know their behaviour, needs, desires, psychological characteristics, habits, age and gender. In this paper fifteen (15) brands will be analysed to explain the use of different connections of slogans and colours to create a recognizable brand logo. However, given the scope of this paper, the examples for the final analysis are taken from our own selection of products and brands used in everyday life.

4.1. SLOGANS THAT ARE RELATED TO THE PSYCHOLOGICAL FACTOR

a) **British Airways** - *The world's favourite airline*

Analysing the slogan of British airline, which bears the epithet of the world's favourite airline, the company wants to convey that this is an airline that connects the whole world and makes all parts of the world accessible. This slogan is also presenting the company in its best light and separating this company from all others in the world. The colours used are the colours of the British flag, red and blue on a white background. These colours are the most popular colours in the colour spectrum. Red evokes love, power, while blue is associated with the calmness of the sky and the sea and gives us the feeling of trust that we need from an airline. At the end is white, which is the colour of moral and honourable.

b) **Apple** - *Think Different*

An integral part of the Apple brand is a famous sentence, which is grammatically incorrect, but still carries a strong psychological message. It represents the philosophy of the company, which underwent a transformation under the leadership of Steve Jobs in 1997 and began to operate extremely successfully after heavy losses and problematic days in the early 1990s. The use of imperative in this slogan has aim to direct the role of the consumer to the product. This is exactly what they want to tell their customers, when you find yourself in problems, "think differently and find a solution, Apple has succeeded and you will too if you use our products". They invite their consumers to be rebellious, to push the boundaries in order to become successful. The use of colours is most often a black apple on a white background, although a white apple on a black background also appears. The combination of black and white is extremely noticeable and is associated with morality, honesty, elegance, refinement, but also sincerity, which expressed in the idiom in black and white - documented in written form.

4.2 SLOGANS ASSOCIATED WITH EMOTIONS

Analysing different slogans that are used to attract consumers, it was found that of all the emotions such as joy, fear, fantasy, laughter, the strongest emotion is happiness. It is for this reason that in this part of the paper we will analyse the slogans of companies which use this word in their slogan. The use of imperative and superlative in these slogans is to present the product in the best light, to direct the consumers to buy the product to achieve the final aim, in this case happiness.

a) **Coca-Cola** - *Open happiness*

b) **Disneyland** - *The happiest Place on Earth*

c) **Nesquik** - *You can't buy happiness, but you can drink it*

d) **Nivea** - *Touch of Happiness Body Wash*

All the above brands use different combinations of red, white, blue and yellow. All these colours promote the qualities of happiness. Namely red promotes the feeling of excitement, youth; yellow is used to describe optimism, warmth; blue to impose trust and strength; and finally white which gives everything neutrality and balance.

4.3. SLOGANS WITH A HUMOUR COMPONENT

Humorous slogans are one of the most effective ways to approach and remember the same. Humour is a good way to address the consumers.

a) **Red Bull** - *Red Bull gives you wings*

There are several important elements that set this brand apart from other energy drinks. Among other things, these are feelings of energy and movement, and the bright colours used in creating the logo are responsible for this. In this case, it is a bright red background with yellow details that give a sense of hurry, excitement. Also, the slogan itself is memorable, and Red Bull's advertisements are quite humorous. The use of humour in this slogan separates this product from all others on the market. It also refers to

the consumers as if they gain something in this case wings i.e. freedom, power etc. The consumers tend to remember jokes, humour and funny situations combined with an appearance and colours used by this product to evoke a sense of dynamism and the rush of adrenaline.

b) **Las Vegas**- *What happens in Vegas, stays in Vegas*

This clever slogan is actually the product of a marketing campaign by the Las Vegas Convention and Visitors Authority (LVCVA). Originally called the campaign "What happens here, stays here" turned into a catchy slogan "What happens in Vegas, stays in Vegas". Las Vegas is known as the city of gambling, drunkenness and partying, a slogan used for the freedom that Vegas offers in terms of adult entertainment. Vegas is synonymous with gambling, alcohol and prostitution, where people often lose their masks of socially acceptable behaviour. However, this slogan was used extremely successfully to attract as many consumers and tourists as possible to the city. This slogan has become so popular, that it is used in everyday speech since it promotes elaboration of all the benefits a consumer will gain by visiting this city.

c) **Snickers**- *"You're not you when you're hungry"*. The last example of a well-thought-out humorous slogan and its current diverse use is the Snickers brand. This successfully designed slogan became the mass phrase which is recognizable, easy to remember and is widely accepted today and is also used in other social situations when people are clumsy. Using humour and by establishing the direct communication, evoking primal human need i.e. food and uncomfortable feeling of being hungry, the brand is successfully achieving their world's known recognition. Using blue letters bordered by a red stripe on a white background, Snicker created an easily recognizable logo that is easy to remember, blue gives us a sense of trust and security, red arouses emotions such as love and passion for food in this case and white that softens it all with its purity and neutrality. The use of colours of this brand shows a successful use of colours in its marketing campaign.

4.4. SLOGANS RELATED TO CONSUMER NEEDS

In its creation and promotion of the brand, marketing makes extensive use of social needs, the need for belonging, love, relationships with other people or the homeland, and uses all these characteristics as inspiration to attract users. The analysed examples are:

a) **2008 Obama presidential campaign** - *Yes, We can*.

The slogan used was in the plural "We can", which also refers to the togetherness and strength of the unity of America and separating it from the rest of the world. The use of modal verb 'can' indicates the strong possibility of achieving their goal. The presidential campaign designed in 2008 for the then Democratic candidate Barack Obama promoted American national values, which is why the campaign logo was created using the colours of the American flag. These colours are red, blue and white. The meaning of these colours is described on the website (<https://www.usa.gov/flag>): red - heroism and courage, white - purity and innocence, and blue - caution, perseverance and justice. These are the characteristics that Obama promised in his company, which brought Obama closer to American voters as someone close to them.

b) **Grand coffee** - *'Hajde da imamo vremena'* The slogan of the Grand coffee brand 'Let's have time' (translated by the author) accompanied by an advertisement in which parents find time to drink coffee with their daughter is a classic example where the need for love, family and belonging is imposed on the consumer. The use of imperative in this slogan directs our need of coffee as our need for family. The colours used in the logo are red, white and gold. The red in this product evokes the feeling of the warmth of coffee and its property of stimulating awakening and energy, while the golden colour is associated with wealth and prestige.

c) **Nike** - *Just do it*

The slogan used by the Nike brand was Just do it, which in loose translation would mean Simply do it. This slogan emphasizes the human need for self-realization. This is a short phrase that is aimed at all customers, regardless of gender, age or the product they are buying. (Goldman, 1998). The imperative used in this slogan again as in previously mentioned examples direct the consumers to this product. This slogan directs us to buy the product and then we are ready to start any kind of sport activity. It promotes the uniqueness of each person and this catchy slogan (phrase) is serving its persuasive aim. One of the most famous sports brands is presented in a black and white version that gives off a touch of elegance and prestige. The "swoosh" sign on the logo represents movement, speed and represents the wing of the ancient Greek goddess (Nike) who was the goddess of victory after which the brand was named.

4.5 SLOGANS THAT DISTINGUISH THE PRODUCT'S CHARACTERISTICS

The basic and special characteristic that sets these brands apart is differentiation. The companies and specific brand want to stand out from all the others, this is so-called brand-awareness. There are tons of brands which are using this rule. However, keeping in mind the scale of this paper the examples are taken according to our own reference and use. The analysed examples are:

a) **Colgate** - became popular in the 1950s, with the slogan "*It Cleans Your Breath While It Cleans Your Teeth*", written by Alicia Tobin. The use of words and linguistic analysis of this slogan show us the use of alliteration to make it easier for consumers to remember. This slogan appeals to double use of this product, since it cleans the breath and teeth which is a very favourable characteristic for the consumers. When a consumer is buying a product, it is important to be used for multiply functions. The modern man is eager to save the money and time and this slogan aims exactly to this psychological effect. The Colgate logo is represented by two colours: red and white. The red colour reflects the brand's dynamic and energetic pace and tireless strength and white signifies sincerity and purity. This combination creates an upbeat mix that largely reflects the brand's success.

b) **M&M** - the slogan of the company says "*The milk chocolate that melts in your mouth, not in your hand*" is one of the longest-lasting and unrecognizable. A special feature of these chocolate candies is that they are coloured and when held in hand they do not lose the colour. This type of slogan aims to emphasize the special features of the product that distinguish it from other brands on the market since it stands out in the market. Although the M&M logo may seem simple, the two "M" represent the two men behind the company, Forrest Mars Sr. and Bruce Murrie. All elements of the M&M logo are brown, because they are associated with cocoa and chocolate, which the brand wants to be remembered for.

4.6. SLOGANS THAT CHANGED, BUT RETAINED THE BRAND IDENTITY

Changing slogans is very important for sustainability in the market. The factors that determine slogan changes are: a new marketing campaign, a change of advertising agency and change in consumer preferences. The most famous slogans in marketing are those of **McDonald's**. Although they have changed throughout history, they have always maintained a permanent identity and faithfully represented their brand. McDonalds is presented as an acceptable, economical, attractive, family-oriented, fun brand.

The most remembered and used slogans are:

- 1975- You deserve a break today!
- 1985- It's Mac time!
- 1992- What you want is what you get!
- 1993- Do you believe in Magic?
- since 2003 to today - I'm lovin' it!

McDonald's has always used interrogative or exclamatory sentences in their slogan to establish the direct communication with their consumers, and it is known to use singular to appeal to intimacy. Having these two components in mind McDonald's' slogans through the years have always been successful because they have valued family values and promoted the brand as family-friendly, acceptable for children and adults, and with its colour combination, it attracted people of all ages. The logo of the brand is a yellow arch that symbolize stability, a place where customers can relax and enjoy a hamburger and fries after a hard day at work. It is easily recognized by people all over the world because of its simplicity. Bearing in mind the symbolism and psychological analysis of the colours used for visual identity of the logo: red evokes stimulation, appetite, hunger, attracts attention, while yellow evokes feelings of happiness.

5. CONCLUSION

In marketing world colours represent an important way of communication, conveying feelings, messages and referring to brand recognition (Cunningham, 2017). In addition to a good selection of the symbolic and psychological impact of colours, a very important aspect is the understanding of cultural aspects that create a successful visual brand identity. Using the language of colours, brands can send a clear message, leave a strong impression on users on a deeper psychological and symbolic level. The power of colour can be seen in the consumer society. Marketing successfully uses research in psychology, sociology and linguistics, as well as other sciences, in order to achieve significant effects in sales through non-verbal communication.

When analysing the logos and slogans that are presented in this paper, the conclusion is that the success of the neurolinguistic and psychological moment lies in the creation of a good slogan and a

striking visual representation of that brand. A successful detail that leads to a successful marketing slogan is knowing your consumers. This implies knowing their needs, desires, psychological characteristics and shopping habits. The analysis on the basis of 15 selected brands in this paper serves to show the successful use of colours and slogans in marketing. It was from this analysis of well-known and successful brands that we came to the conclusion that marketing experts must keep in mind many psychological and physical moments of the brand. For this reason, the key challenge is to make a certain product unique, authentic, original, honest and accessible to the consumer. It is very important for brands to research and understand communication to and between consumers, predicting their behaviours in order to achieve business success. All the above-mentioned facts can be realized by successful manipulation of the visual representation, i.e. the colour should arouse desires, needs and emotions in the consumer so that they buy the product, and the linguistic moment, i.e. the slogan should be strong, emotional, humorous and achieve certain social or psychological factors towards the end user of the product so that the satisfaction is mutual.

The goals set in this paper have been achieved because it has been proven that there are successful ways to use visual and verbal brand identity for decades. It is also explained that the symbolism of colours and the meaning of slogans has an impact on consumers, which we proved through the analysis of brands that have been successful for many years and continue to dominate the market. The last proof is that there is a connection between colours and marketing, which was described in detail and made it known that choice of colours needs to be carefully chosen because there is a psychological moment of perception of a certain colour related to a certain group of products.

There is no simple answer which would explain the most successful slogan in this paper. The analysis of the slogans is not fully detailed, which opens up space for further study, analysis and more comprehensive research. Slogans often do not follow strict linguistic rules (examples: Mc Donalds-I'm lovin' it and Apple-Think different). This is precisely the instruction that the analysis of advertising discourse in the form of slogans can be analysed and investigated at a specific, more detailed linguistic level, and even it can be seen as the advertising discourse as a separate type.

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