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Total Brand Care

We live in a visual society. And the business world is no different. As competition continues to increase across the globe, it's unsurprising that we are beginning to see the revival of color in corporate branding.

The selection of a core color is a process that should not be taken half-heartedly as colors can communicate a deeper meaning about your identity. For example, red triggers emotions of passion, energy and danger, whereas blue can evoke feelings of calm and trust. Blue and red are the two most used corporate colors, so building a monopoly with one of those can be challenging, although not impossible. Like lime green in the legal sector, picking a color that is unusual for your industry will help you prove distinctiveness – and help you stand out in a crowded marketplace.

In Episode Eight of our Total Brand Care series, [Burkhart Goebel](#) (Global Head of Intellectual Property, Media & Technology) speaks with James Nurton about the importance of color in corporate branding; the steps that businesses should take in order to protect their color and create a monopoly; and the complex differences in approaches and confusing case law across countries in the European Union and beyond.

Watch the full interview below.

This will be the last episode in our first series of Total Brand Care interviews. We look forward to continuing this series next year after our Total Brand Care events in the United States. If you've found this series interesting, and would like more information about the upcoming events, please email: totalbrandcare@hoganlovells.com.

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