

APPLICATION OF COLOR PREFERENCES IN A LOGO USING AN ANDROID-BASED FORWARD CHAINING METHOD

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ABSTRACT

Color selection in logo design is crucial for brand development and visual identity, as colors convey specific messages and emotions. This study proposes developing an "Android-Based Color Preference Application for Logo Design Using the Forward Chaining Method" to simplify the color selection process by guiding users to choose colors according to their preferences. The application uses Forward Chaining to provide accurate and efficient color recommendations based on predefined rules. The study shows that the application effectively assists graphic designers and creative companies in streamlining color selection, enhancing efficiency, and providing quick, accurate recommendations. With easy mobile access, this application is a practical tool for anyone aiming to create visually appealing logos.

Keywords: Color selection, Forward Chaining, Logo design