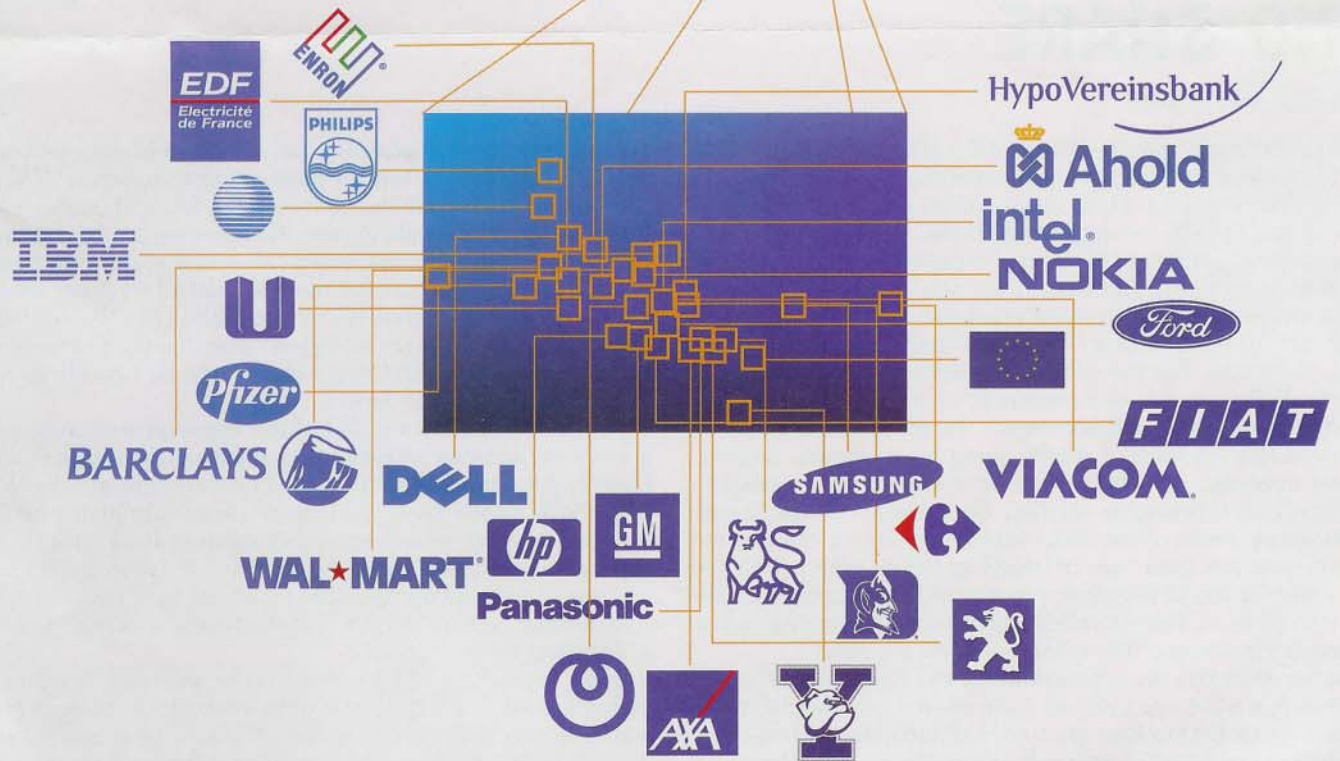
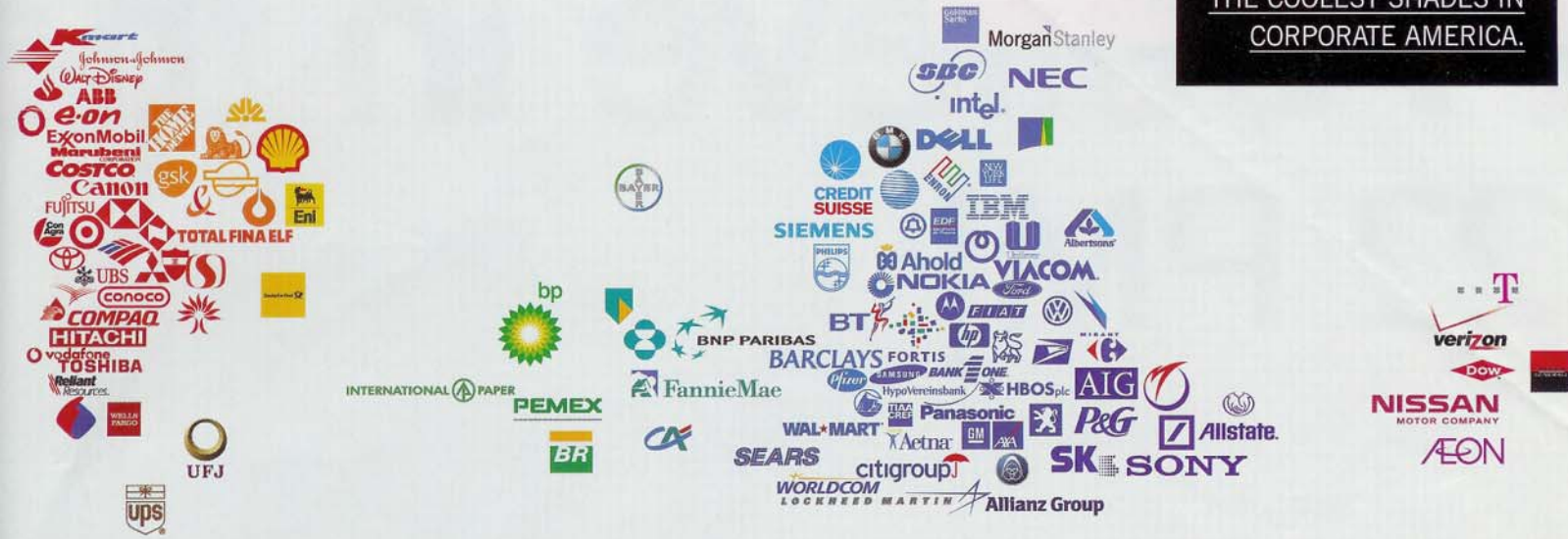


COLOR SPACE

THE COOLEST SHADES IN CORPORATE AMERICA.



THE BATTLE FOR BLUE

Companies spend millions trying to differentiate their brand from the others. Yet a quick look at the logos of major corporations reveals that in color as in real estate, it's all about location, location, location. The result is an ever more frantic competition for the best neighborhood. Here's a look at the new blue bloods. – Michael Rock