A crisis is inevitable. Any organization needs crisis communication plans and response strategies to protect themselves from reputational damage. By employing a 2 (expression of sadness: presence vs. absence) x 2 (logo color: standard vs. black-and-white) within-subject factorial experimental design, this study examines how expressing sadness and using a black-and-white logo in crisis response messages can influence the audience's emotional experience, message evaluation, and thus organizational reputation in the wake of a crisis. The study found that when organizations communicate sadness through their messages, their sad emotion is transferred to the readers and leads to a higher organizational reputation and behavioral intention. Moreover, the use of a black-and-white logo in the context of sadness-present crisis response messages results in a better organizational reputation. The findings from this study can serve as a useful guide to public relations professionals who develop and execute crisis communication strategies.