

# COLOR THEORY

## THE COLOR WHEEL

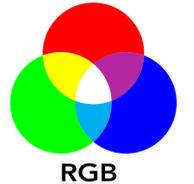
The color wheel is made up of primary, secondary and tertiary colors. Primary colors are colors that can not be made by mixing other colors. Secondary colors are colors that are created by mixing two primary colors. Tertiary colors are created by a mixture of primary and secondary colors.

P = Primary      S = Secondary      T = Tertiary

**Subtractive Color (CMYK):** Created with ink; start with white, add color.  
**Additive Color (RGB):** Created with light; start with black add color

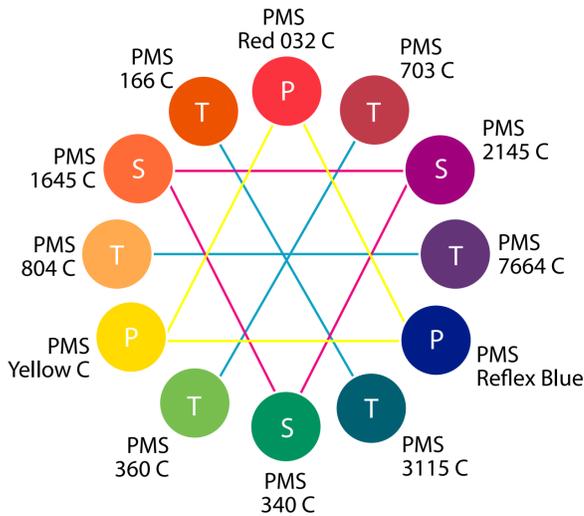


CMYK



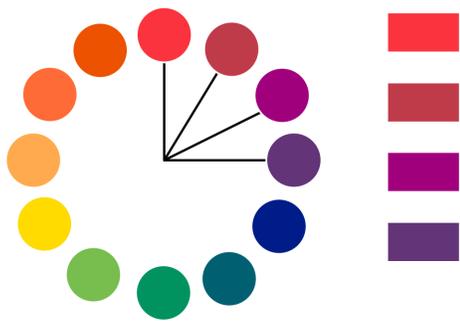
RGB

**Chroma:** How pure a hue is in relation to gray.  
**Saturation:** The degree of purity of a hue.  
**Intensity:** The brightness or dullness of a hue.  
**Luminance/Value:** A measure of the amount of light reflected from a hue.  
**Shade:** A hue produced by the addition of black.  
**Tint:** A hue produced by the addition of white.



**Pantone + Solid Coated**  
approximate color references are included.

### ANALOGOUS



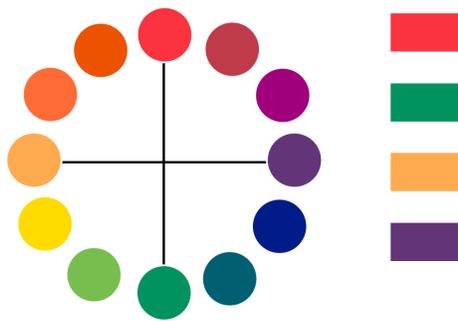
Analogous color schemes use colors that are next to each other on the color wheel. They usually match well and create serene and comfortable designs.

Analogous color schemes are often found in nature and are harmonious and pleasing to the eye.

Make sure you have enough contrast when choosing an analogous color scheme.

Choose one color to dominate, a second to support. The third color is used (along with black, white or gray) as an accent.

### COMPLIMENTARY

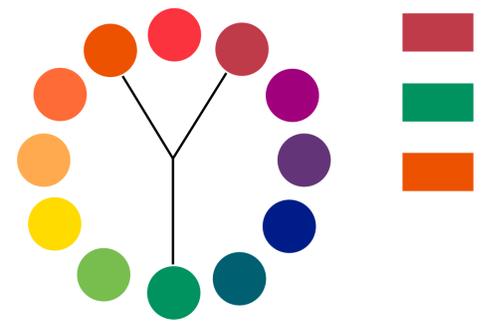


Colors that are opposite each other on the color wheel are considered to be complementary colors (example: red and green).

The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring.

Complementary colors are tricky to use in large doses, but work well when you want something to stand out. Complementary colors are really bad for text.

### SPLIT-COMPLIMENTARY

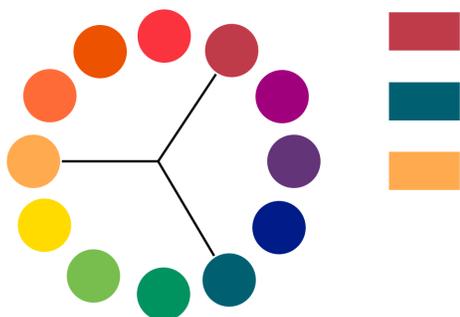


The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement.

This color scheme has the same strong visual contrast as the complementary color scheme, but has less tension.

The split-complimentary color scheme is often a good choice for beginners, because it is difficult to mess up.

### TRIAD

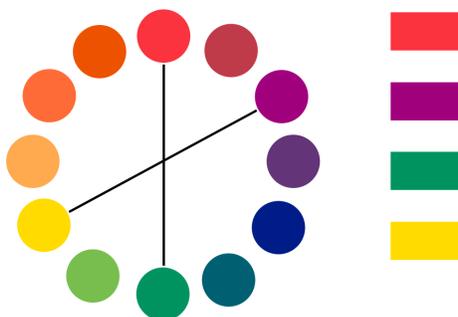


A triad is a color scheme, a special variant of the split-complementary color scheme, with equal distance between all colors. All three colors are distributed evenly around the color wheel, there is no clear dominance of one color.

This scheme offers strong visual contrast while retaining balance and color richness.

The scheme is always vibrant and colorful, designers should use it and balance very carefully to maintain the desired effects and color meaning.

### TETRADIC



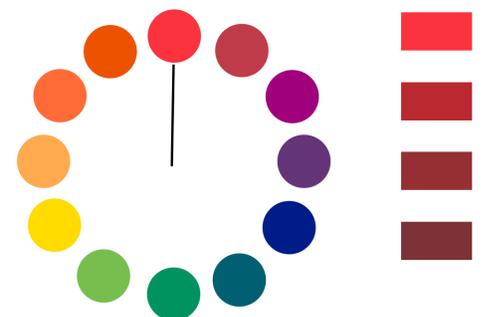
The rectangle or tetradic (double complimentary) scheme uses four colors arranged into two complimentary color pairs making it a very rich scheme.

It can be very hard to balance if all four colors are used equally so you should choose a color to be dominant or subdue the colors.

This rich color scheme offers plenty of possibilities for variation.

You should also pay attention to the balance between warm and cool colors in your design.

### MONOCHROMATIC



Monochromatic colors are all the colors (tones, tints and shades) of a single hue.

Monochromatic color schemes are derived from a single base hue and extended using its shades, tones and tints. Tints are achieved by adding white and shades and tones are achieved by adding a darker color, grey or black.

Monochromatic color schemes provide opportunities in art and visual communications design as they allow for a greater range of contrasting tones that can be used to attract attention, create focus and support legibility.