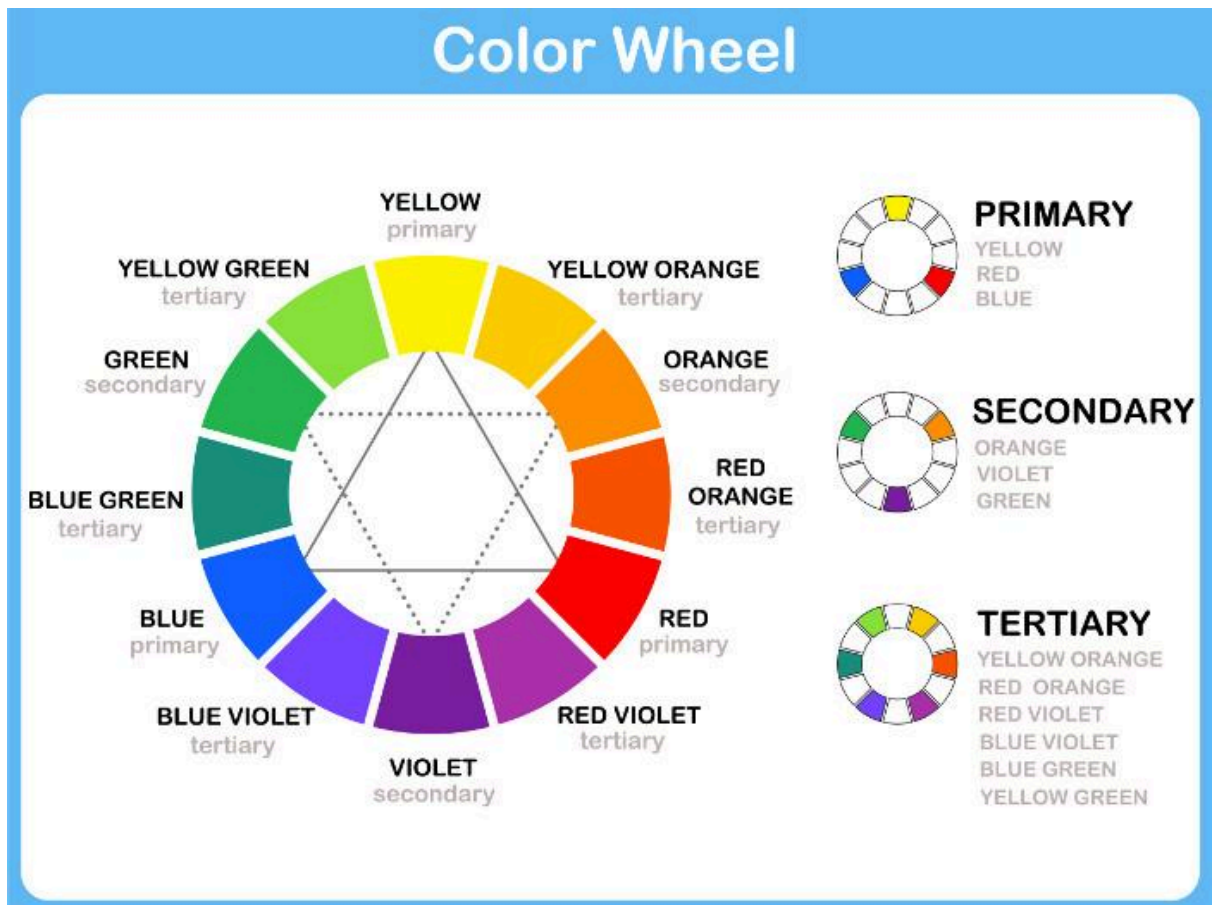


Color Theory

1. Color wheel



Primary colors: Any of a group of colors from which all other colors can be obtained by mixing.

Red, Yellow and Blue

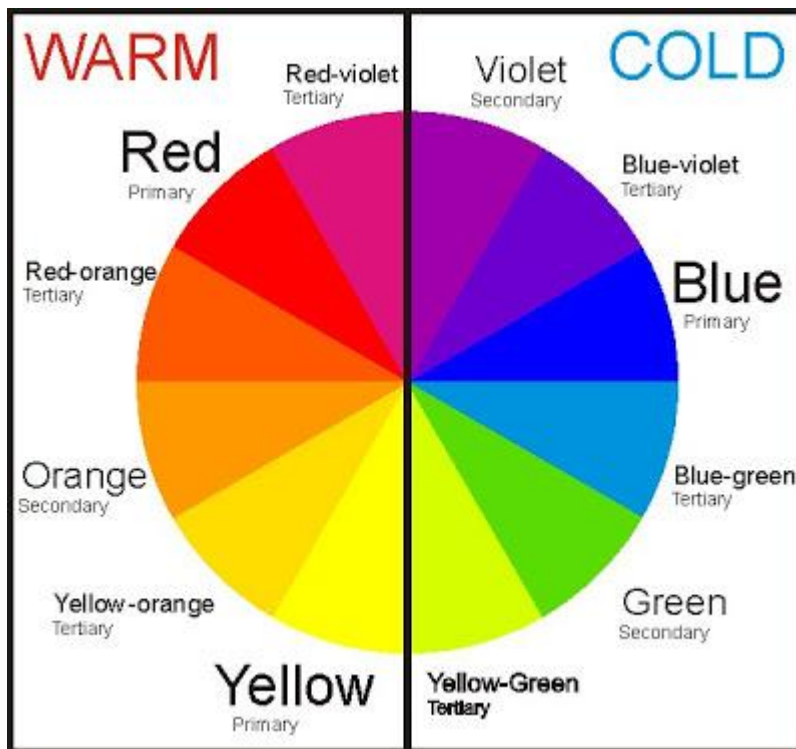
Secondary colors: The color resulting from the mixing of two primary colors.

Orange, Violet and Green

Tertiary or Intermediate Colors: Intermediate Colors are obtained by mixing two primary colors in unequal proportions. The intermediate colors are **yellow-green, blue-green, blue-violet, red violet, red-orange and yellow-orange**. In a color wheel, the intermediate colors are placed between primary and secondary colors.

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2. Warm and Cool Colors



Warm colors — such as red, yellow, and orange; evoke warmth because they remind us of things like the sun or fire.

Cool colors — such as blue, green, and purple (violet); evoke a cool feeling because they remind us of things like water or grass.

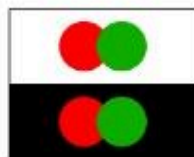
3. Analogous Colors



Analogous colors are any three colors next to each other on the wheel.

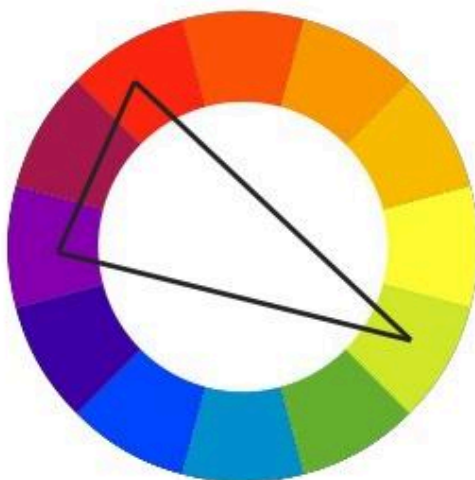
For example, orange, yellow-orange, and yellow...

4. Complementary Colors



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

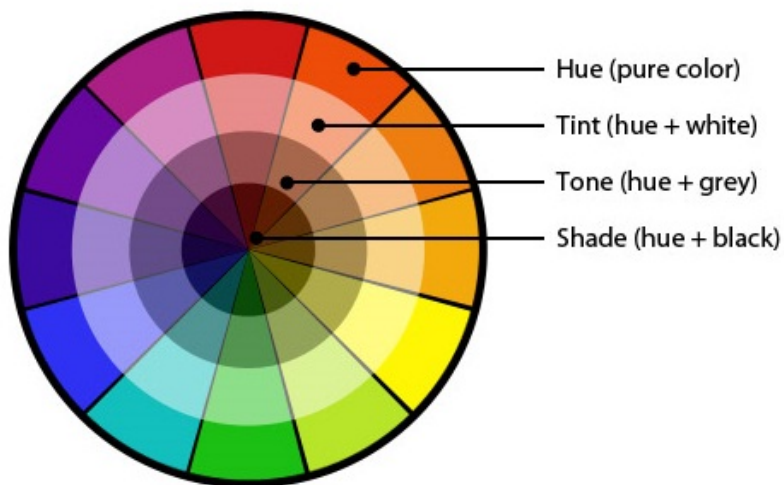
5. Split Complementary Colors



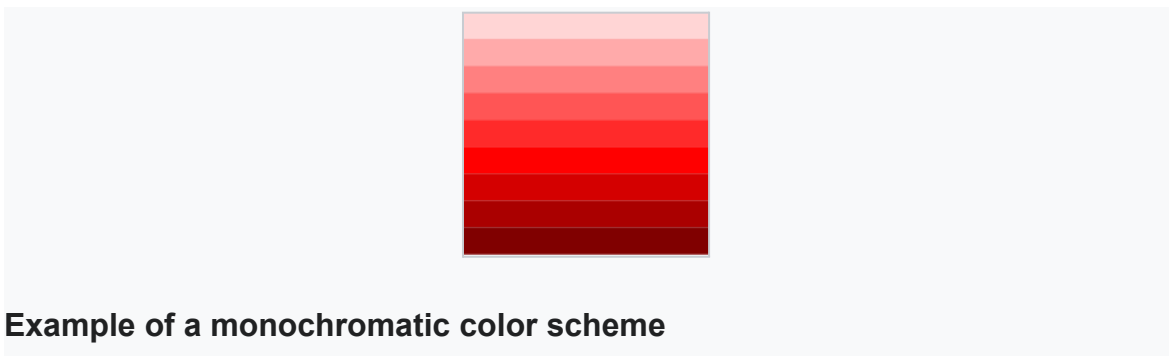
Split complementary colors use three colors. The scheme takes one color and matches it with the two colors adjacent to its complementary color.

For example, purple, red and green.

6. Monochromatic Colors



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.

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