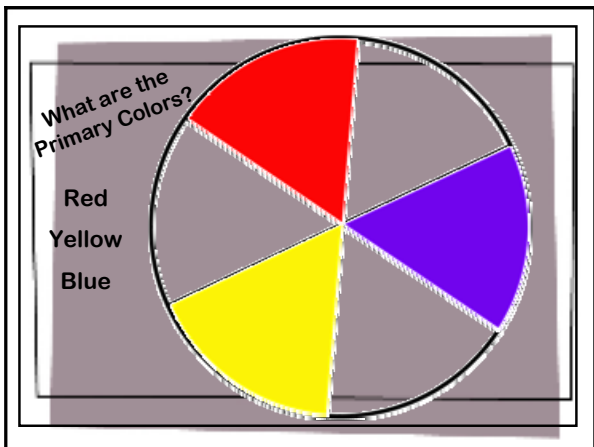
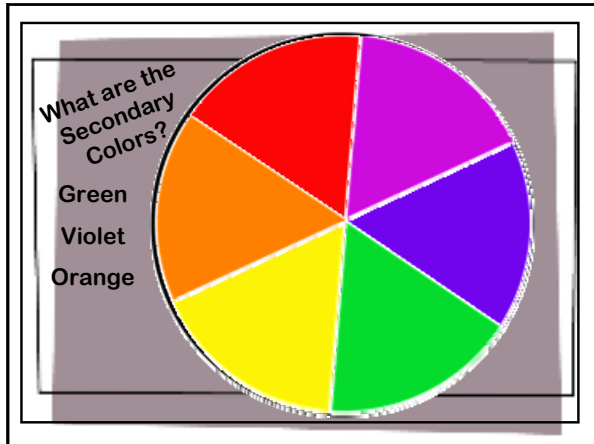


Color Theory

Color Wheel

What is it?





Color is probably the most underestimated influence in the business world today. Most people don't realize the subliminal influence color has in their decision. It is the most instantaneous method of communication.

Color creates the mood, the stimulus, the pattern, the perceived reality and the basic psychological effect on the consumer in all advertising and graphic projects.

In Visual Experiences

Harmony is something that is pleasing to the eye.

Harmony engages the viewer & creates an inner sense of order.

When something is not harmonious, it's either boring or chaotic.

The human brain will reject under-stimulating information.

Some Formulas for Color Harmony

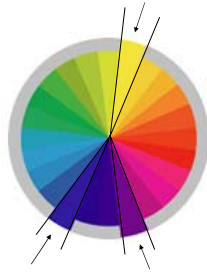
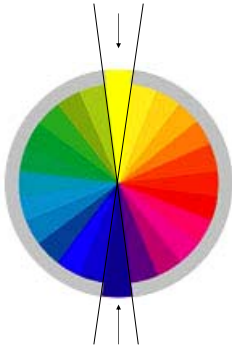
There are many theories for harmony. The following illustrations and descriptions present some of the basic formulas used in design.



Complementary colors are any two colors which are directly opposite each other, such as red and green and red-purple and yellow-green. In the illustration above, there are several variations of yellow-green in the leaves and several variations of red-purple in the orchid. These opposing colors create the best possible stability, maximum contrast, optimal harmony.



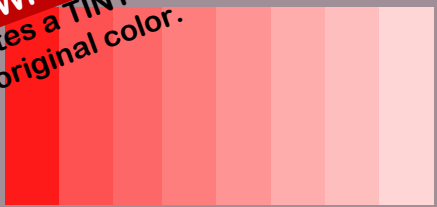
Complementary Relationships
are colors across from each other on the color wheel.



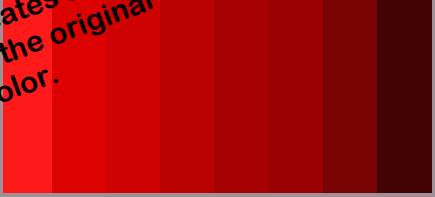
Split Complementary Colors
one hue and two equally spaced from its complement

Mixing a color with **WHITE** creates a **TINT** of the original color.

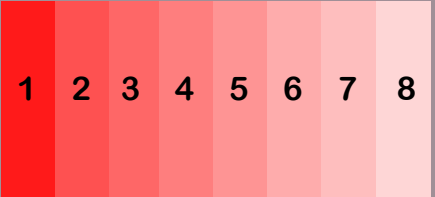
Consequently, this is also a monochromatic palette



Mixing a color with **BLACK** creates a **SHADE** of the original color.



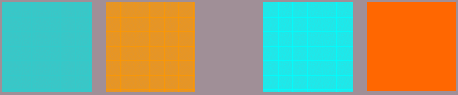
Consequently, this is also a monochromatic palette



1 2 3 4 5 6 7 8

VALUE - the lightness or darkness of the color
(coded numerically, the higher the number the lighter the color/ the lower, the darker)

Keep in mind, when using complementary colors, you also have to make sure that the value and saturation are also complementary in order for the color palette to be successful.



Some Formulas for Color Harmony

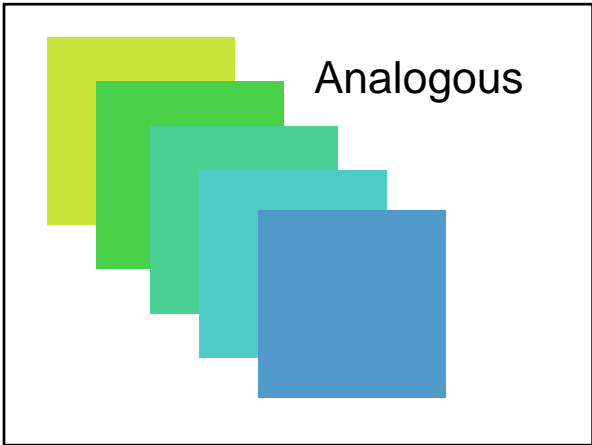
There are many theories for harmony. The following illustrations and descriptions present some of the basic formulas used in design.

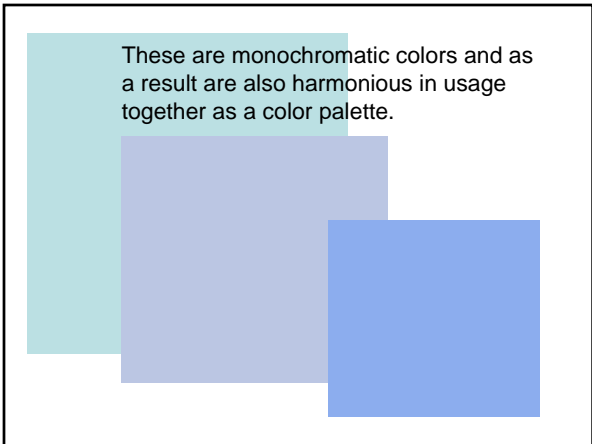


Analogous colors are any three colors which are side by side on a 12 part color wheel, such as yellow-green, yellow, and yellow-orange. Usually one of the three colors predominates.

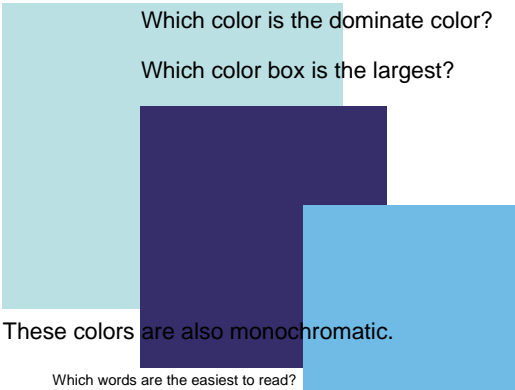


Some of the best color palettes can be found in a hardware store's paint aisle.





Which color is the dominate color?
Which color box is the largest?



These colors are also monochromatic.

Which words are the easiest to read?

In Visual Experiences


At the other extreme is a visual experience that is do overdone, so chaotic that the viewer can't stand to look at it.

The human brain rejects what it can not organize, what it can not understand.


The visual task requires that we present a complete logical structure.

Color harmony delivers visual interest and a sense of order to your work.


WARM COLORS are made with red, orange, yellow, or some combination of these. **WARM COLORS** tend to make you think of sunlight and warmth.



COOL COLORS are made with blue, green, purple, or some combination of these. These colors might make you think of peaceful things, like winter skies, still ponds, and breezy grass meadows.




HUE is the term for the pure spectrum colors commonly referred to by the "color names" - red, orange, yellow, green, blue, indigo, violet - which appear in the **HUE CIRCLE** and/or rainbow. See colors and acronym below.



ROYGBIV

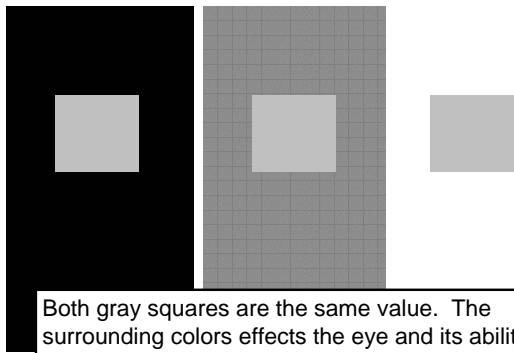
Theoretically all **HUES** can be mixed from three basic hues, known as **PRIMARIES**. When pigment primaries are all mixed together, the theoretical result is black; therefore pigment mixture is sometimes referred to as **SUBTRACTIVE** mixture.



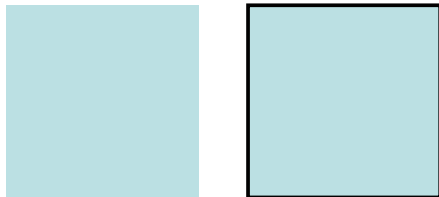
Green

Red

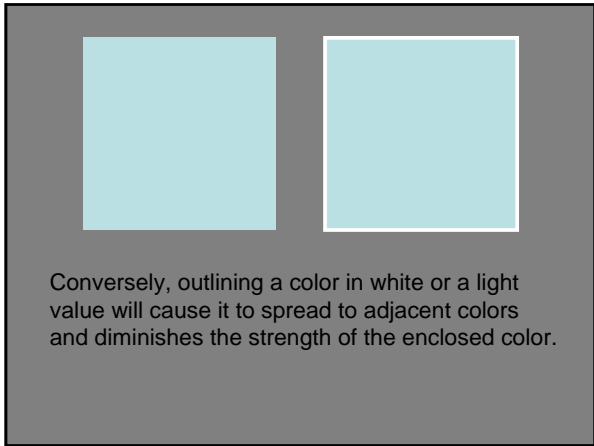
Memory retention studies tell us that we may confuse or diffuse an advertising message by using a color word such as blue, green or red in a different color.

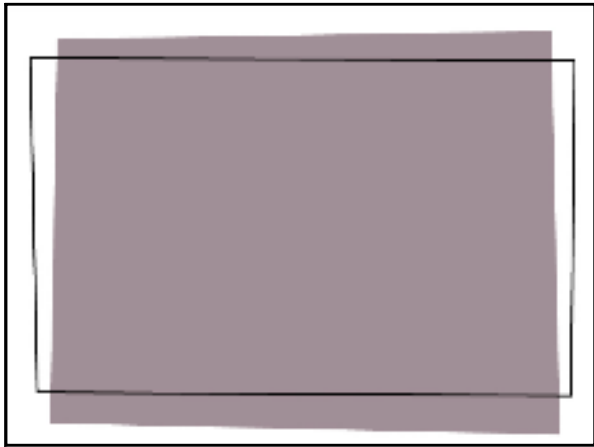


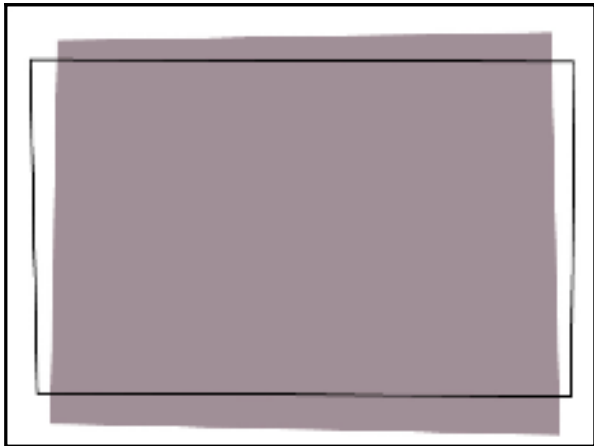
Both gray squares are the same value. The surrounding colors effects the eye and its ability to recognize the actual value.



Outlining a color in black or a darker shade will enhance the enclosed color, endowing it with clarity and richness. A darker outline can help to keep the color from spreading into the surrounding areas.







What Do You Think?

How does color work in communication?

Why must the designer understand color and the theory behind color?
