

COLOR THEORY

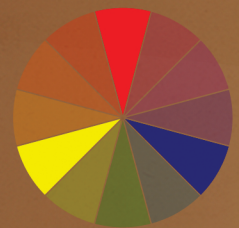
QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

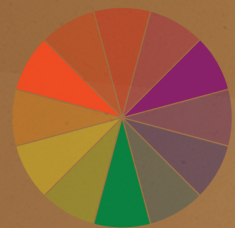
CREATED WITH INK;
START WITH WHITE, ADD COLOR.
CMYK



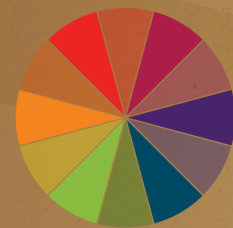
COLOR TYPES



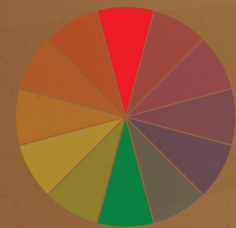
PRIMARY



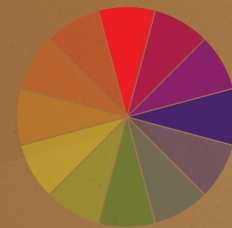
SECONDARY



TERTIARY



COMPLEMENTARY



ANALOGOUS

ADDITIVE

CREATED WITH LIGHT;
START WITH BLACK, ADD COLOR.
RGB



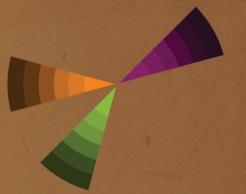
COLOR RELATIONSHIPS



MONOCHROMATIC



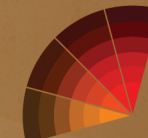
COMPLEMENTARY



SPLIT COMPLEMENTARY



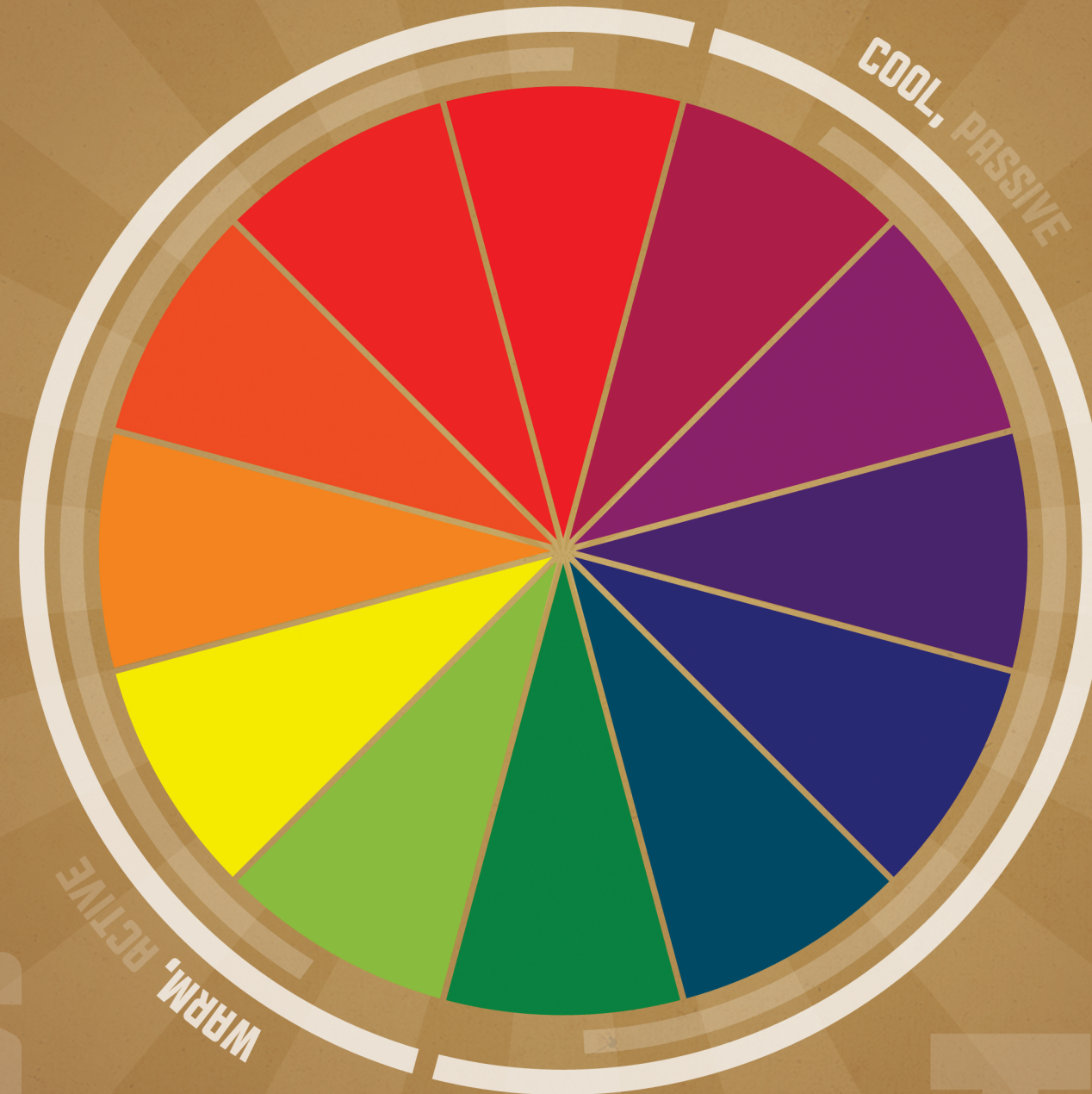
DOUBLE COMPLEMENTARY



ANALOGOUS



TRIAD



MEANINGS



INTENSE, FIRE & BLOOD.
ENERGY, WAR, DANGER, LOVE
PASSIONATE, STRONG.



SKY, SEA.
DEPTH, STABILITY, TRUST
MASCULINE, TRANQUIL.

ROYALTY, POWER.
NOBILITY, WEALTH, AMBITION
DIGNIFIED, MYSTERIOUS.



NATURE, GROWTH.
FERTILITY, FRESHNESS, HEALING
SAFETY, MONEY.

WARM, STIMULATING.
ENTHUSIASM, HAPPINESS, SUCCESS
CREATIVE, AUTUMN.



SUNSHINE, JOY.
CHEERFULNESS, INTELLECT, ENERGY
ATTENTION-GETTER.



TERMS

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