

UNDERSTANDING COLOR

When planning your colors for a design, refer to a Color Wheel such as the one shown here to see which colors work best together. Notice that the wheel identifies three types of colors (primary, secondary, and tertiary).



Primary colors are red, blue, and yellow; these are true colors from nature that are used to create all other colors.

Secondary colors, created by mixing two primary colors, are orange, green, and purple.

Tertiary colors, created by mixing adjacent primary and secondary colors, are yellow-orange, yellow-green, blue-green, blue-purple, red-purple, and red-orange.

A tint is a color plus white. A shade is a color plus black.

One side of the Color Wheel has Warm colors, considered bright and energetic; these are red, yellow, and orange. The other side has calm and soothing Cool colors (green, blue, and purple).

Offering strong contrast, Complementary colors are directly opposite one another on the Color Wheel, such as red and green. Analogous colors, which are side by side on the Color Wheel, provide a harmonious mix. Refer to the examples below for inspiration in mixing your colors.



Warm Colors



Cool Colors



Warm Colors
With Cool Accents



Cool Colors
With Warm Accents



Tints And Shades
Of Red



Tints And Shades
Of Blue



Analogous Colors



Complementary
Colors



Split Complementary
Colors