

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

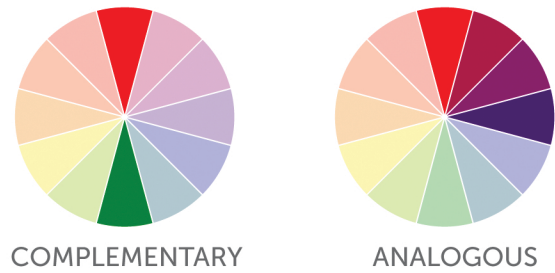
CREATED WITH INK;
START WITH WHITE, ADD COLOR.
CMYK



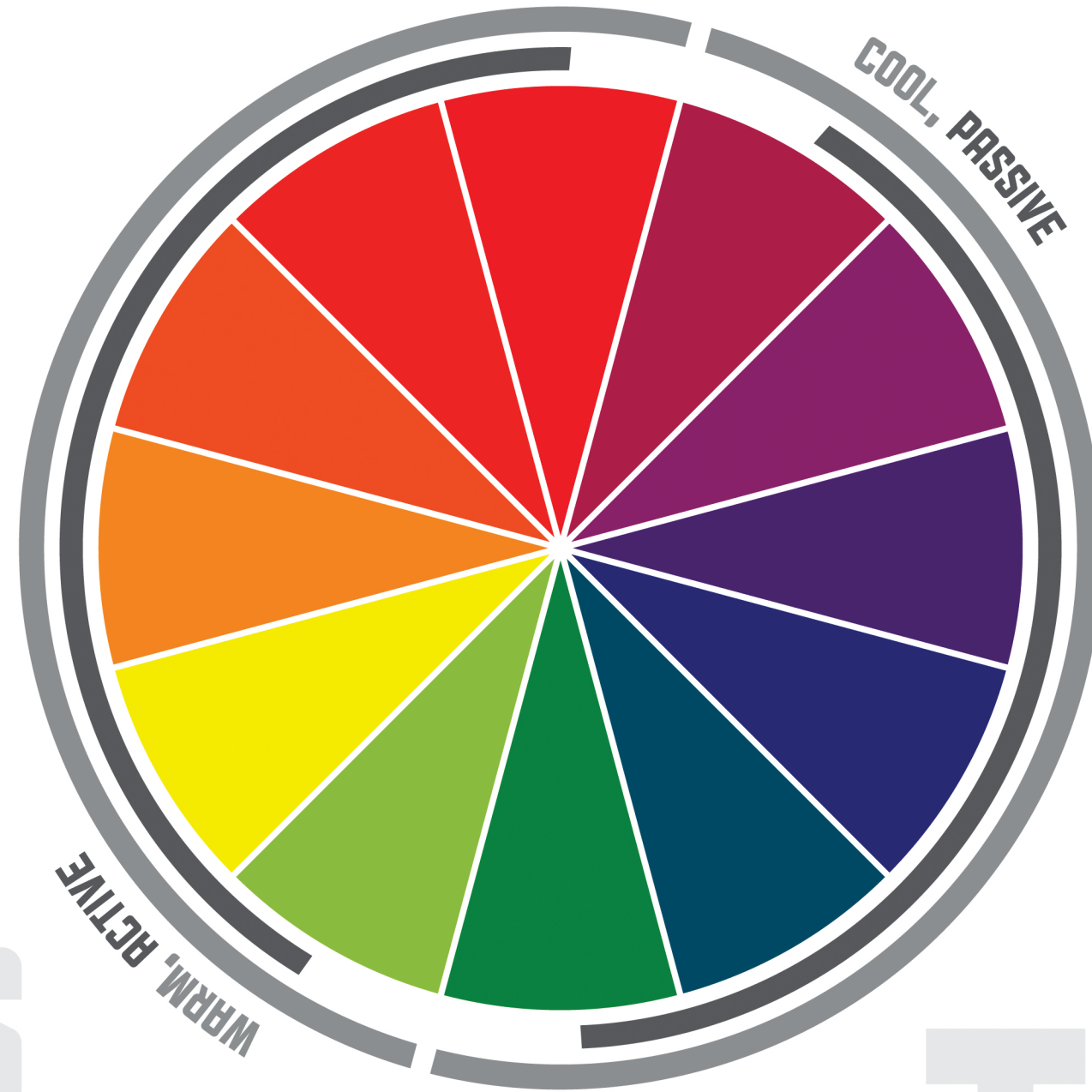
COLOR TYPES



PRIMARY SECONDARY TERTIARY



COMPLEMENTARY ANALOGOUS

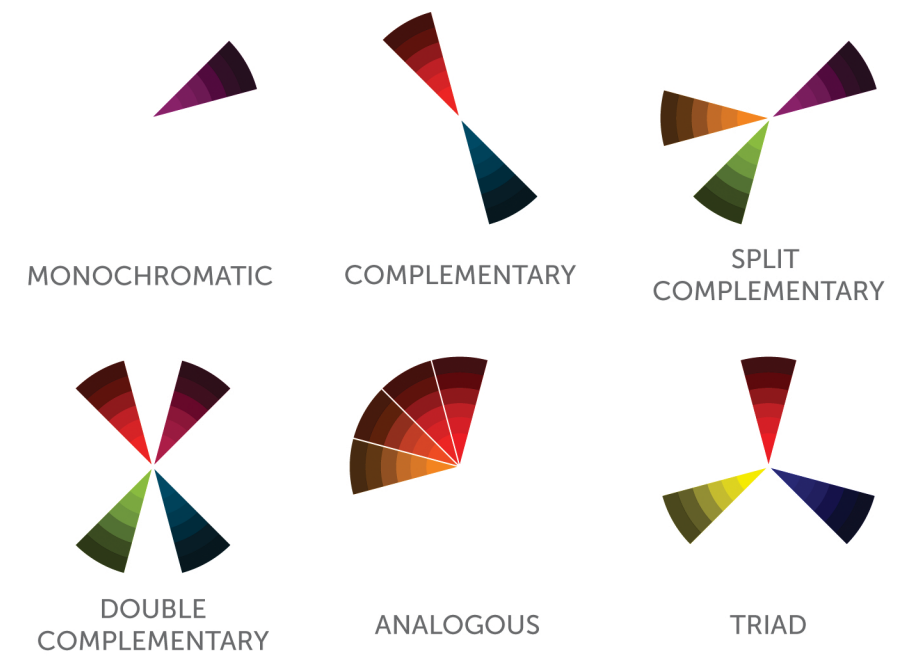


ADDITIVE

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



COLOR RELATIONSHIPS



MEANINGS

- Red:** INTENSE, FIRE & BLOOD. ENERGY, WAR, DANGER, LOVE PASSIONATE, STRONG.
- Purple:** SKY, SEA. DEPTH, STABILITY, TRUST MASCULINE, TRANQUIL. ROYALTY, POWER. NOBILITY, WEALTH, AMBITION DIGNIFIED, MYSTERIOUS.
- Blue:** SUNSHINE, JOY. CHEERFULNESS, INTELLECT, ENERGY ATTENTION-GETTER.
- Yellow:** NATURE, GROWTH. FERTILITY, FRESHNESS, HEALING SAFETY, MONEY. WARM, STIMULATING. ENTHUSIASM, HAPPINESS, SUCCESS CREATIVE, AUTUMN.
- Green:**
- Orange:**

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