

# COLOR THEORY



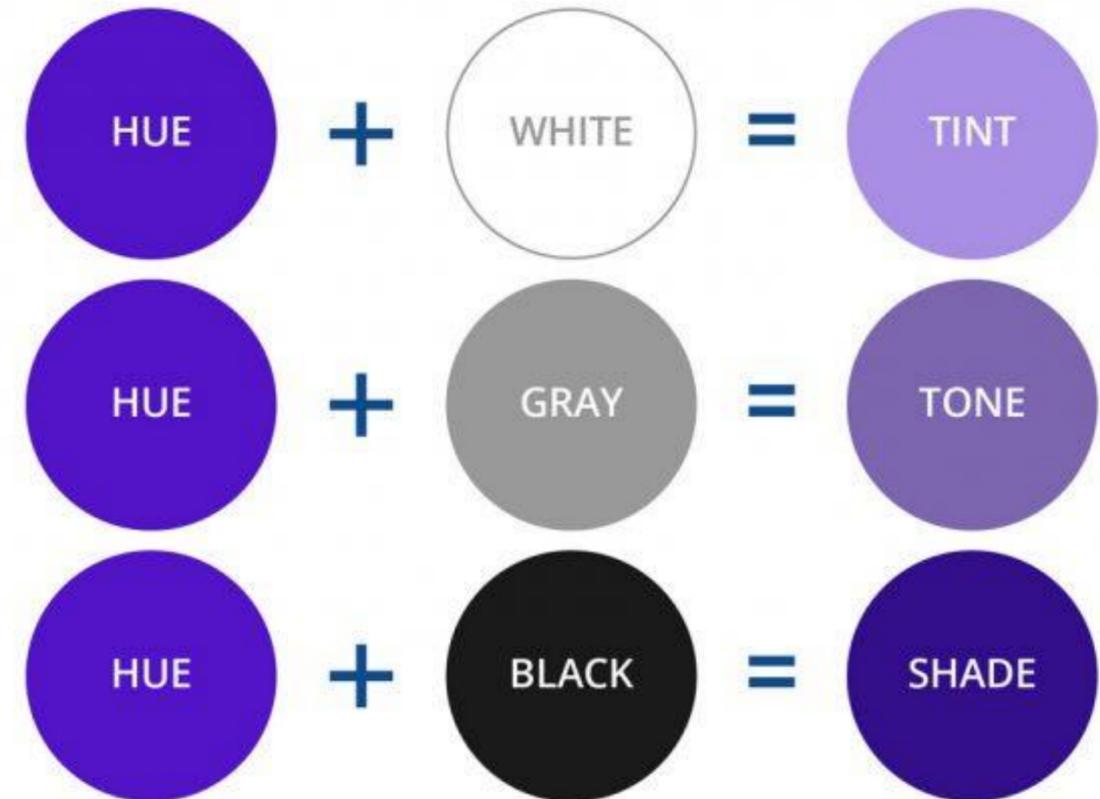
# KEY COLOR TERMS

**PURE:** A Color in their most intense form, no white, black or grey added

**TINT:** Adding White to a Color

**tone:** Adding Gray to a Color

**SHADE:** Adding Black to a Color



# KEY COLOR TERMS

**Pure**

**Bright**

**Dull**

**Dark**



# KEY COLOR TERMS

**SATURATION:** Measures how vivid a color is

**VALUE:** Determines the brightness of a color



HUE



SATURATION



VALUE

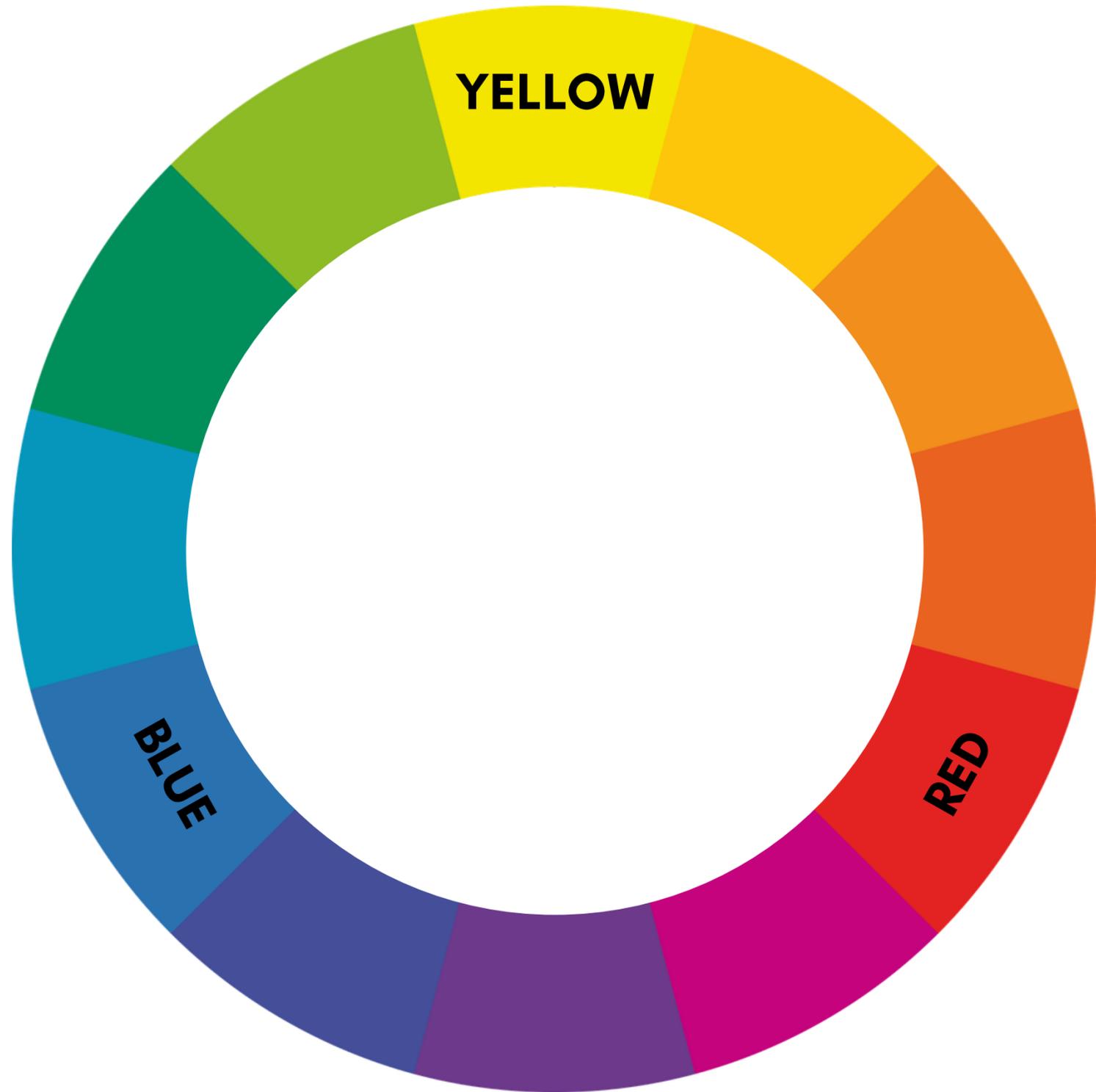
# COLOR WHEEL



shows us the  
relationships  
between colors

**Did you know?** Another word for color is 'hue.' So in this color wheel, we can see many different hues!

# PRIMARY COLORS



**RED**



**BLUE**



**YELLOW**

You use these colors to make all other colors.

# SECONDARY COLORS



**PURPLE**



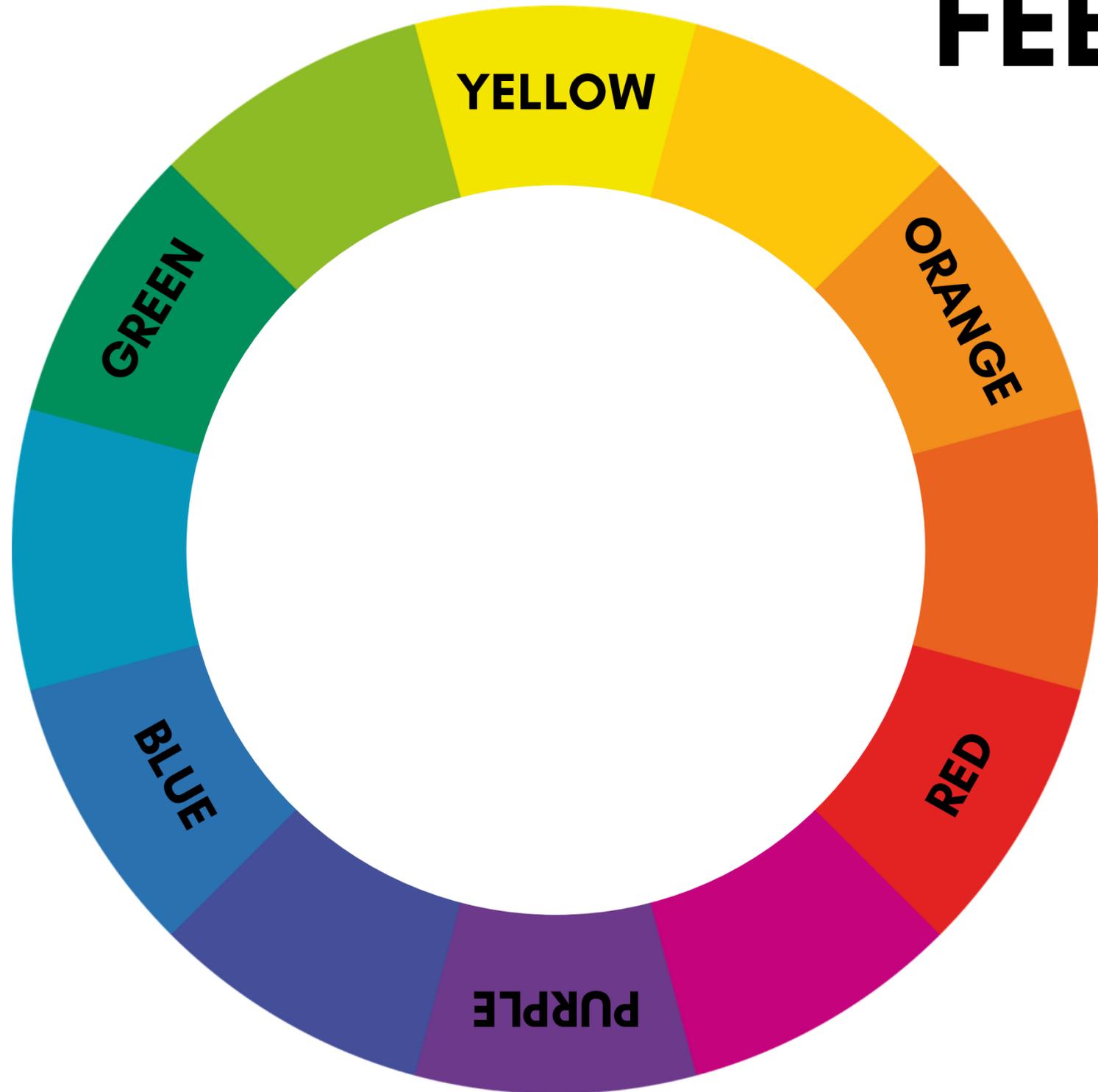
**GREEN**



**ORANGE**

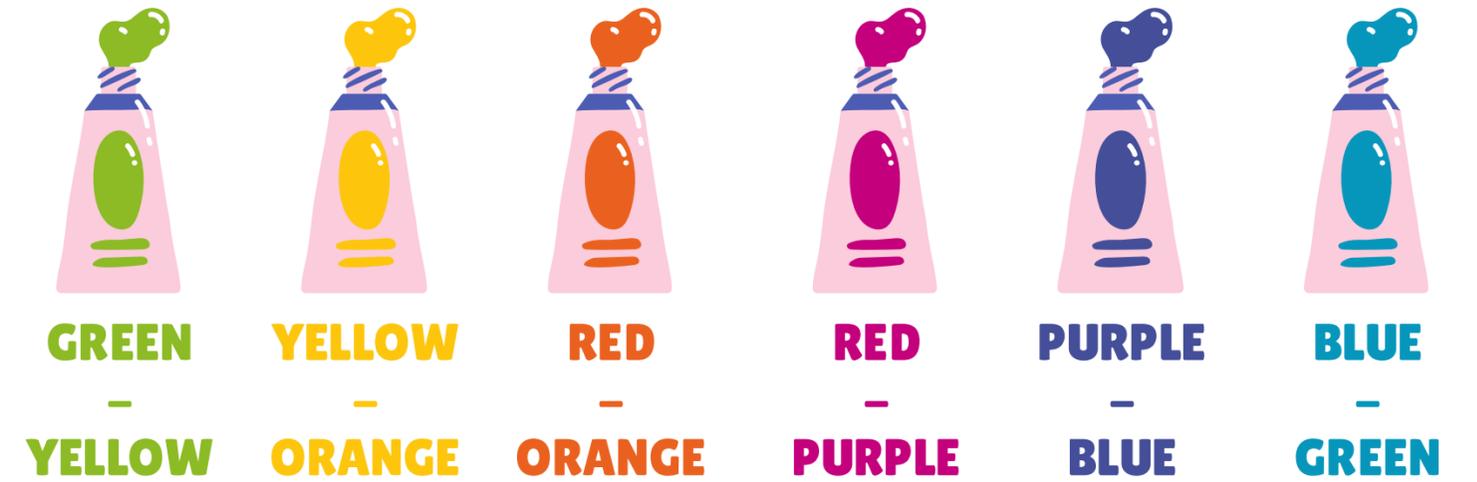
Equal parts of the primary colors will create the secondary colors

# FEELINGS AND COLORS



- **Yellow** – Joy, Optimism
- **Orange** – Energy, Youthful
- **Red** – Power, Danger, Passion
- **Purple** – Royalty, Luxury
- **Blue** – Peace, Masculine
- **Green** – Food, Good Luck

# TERTIARY COLORS



Tertiary colors are made by mixing



Primary and Secondary

2 to 1 Ratio of two primary colors



# WHAT ABOUT BROWN?



Mixing any two colors that are complementary will make **Brown**



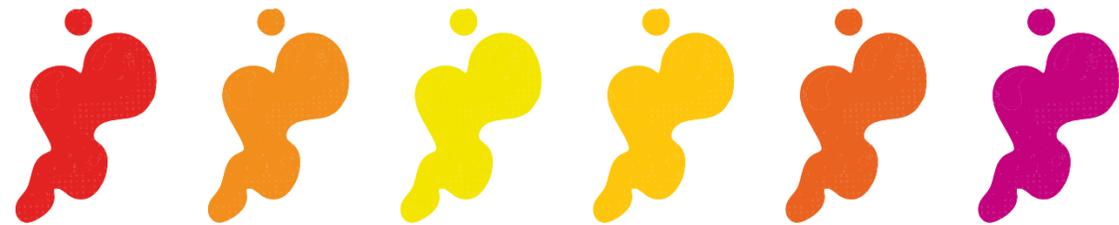
**Brown** is not really a “neutral”



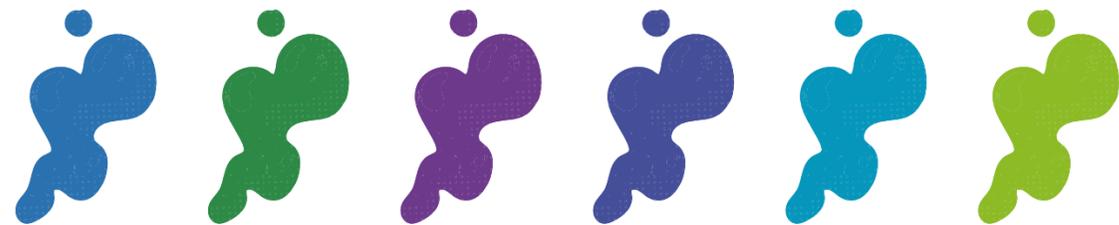
# COLOR WHEEL



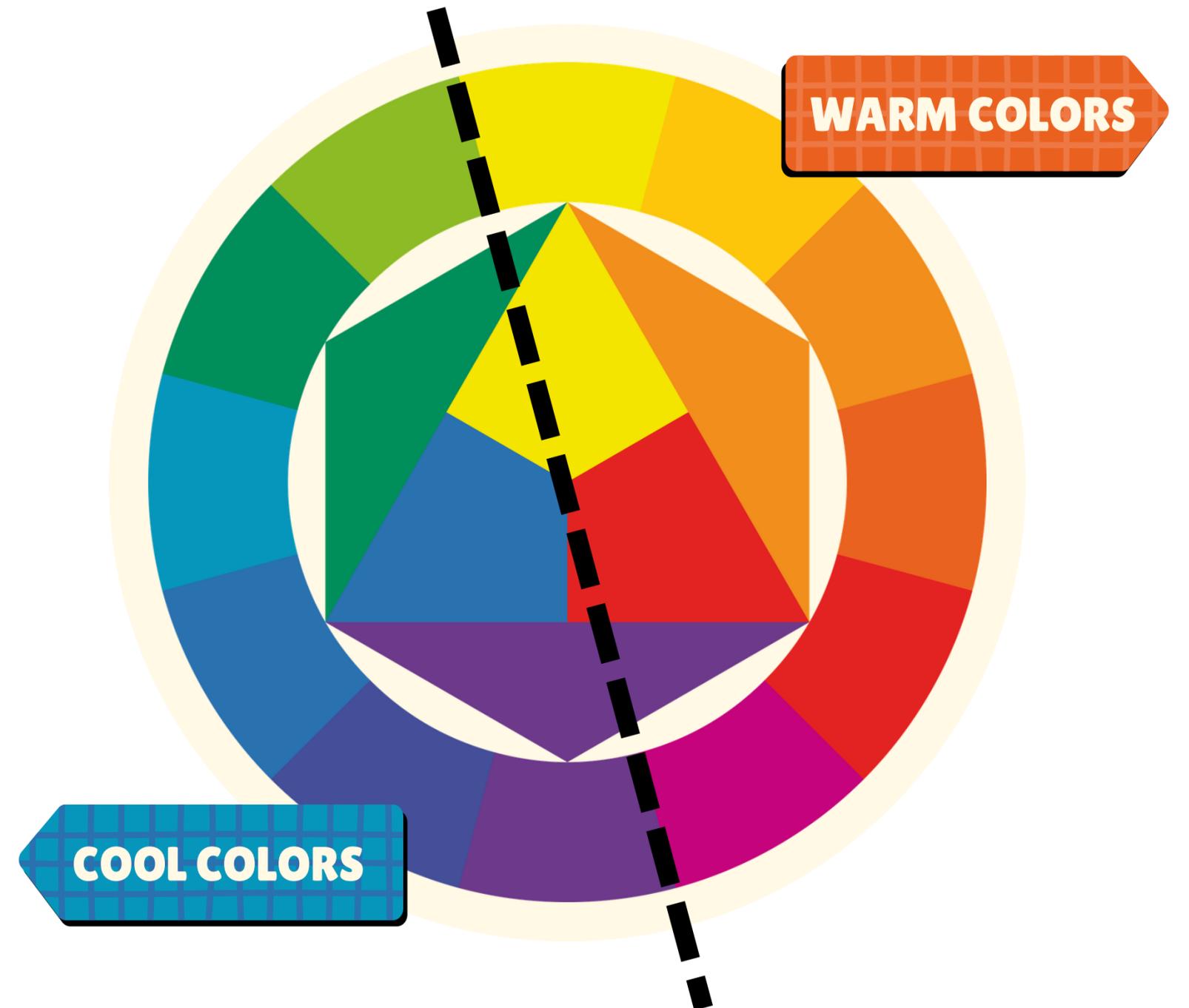
# WARM AND COOL



Warm colors are red, yellow, and orange, and colors they are connected to in the color wheel.



Cool colors are blue, green and purple and colors they are connected to in the color wheel.

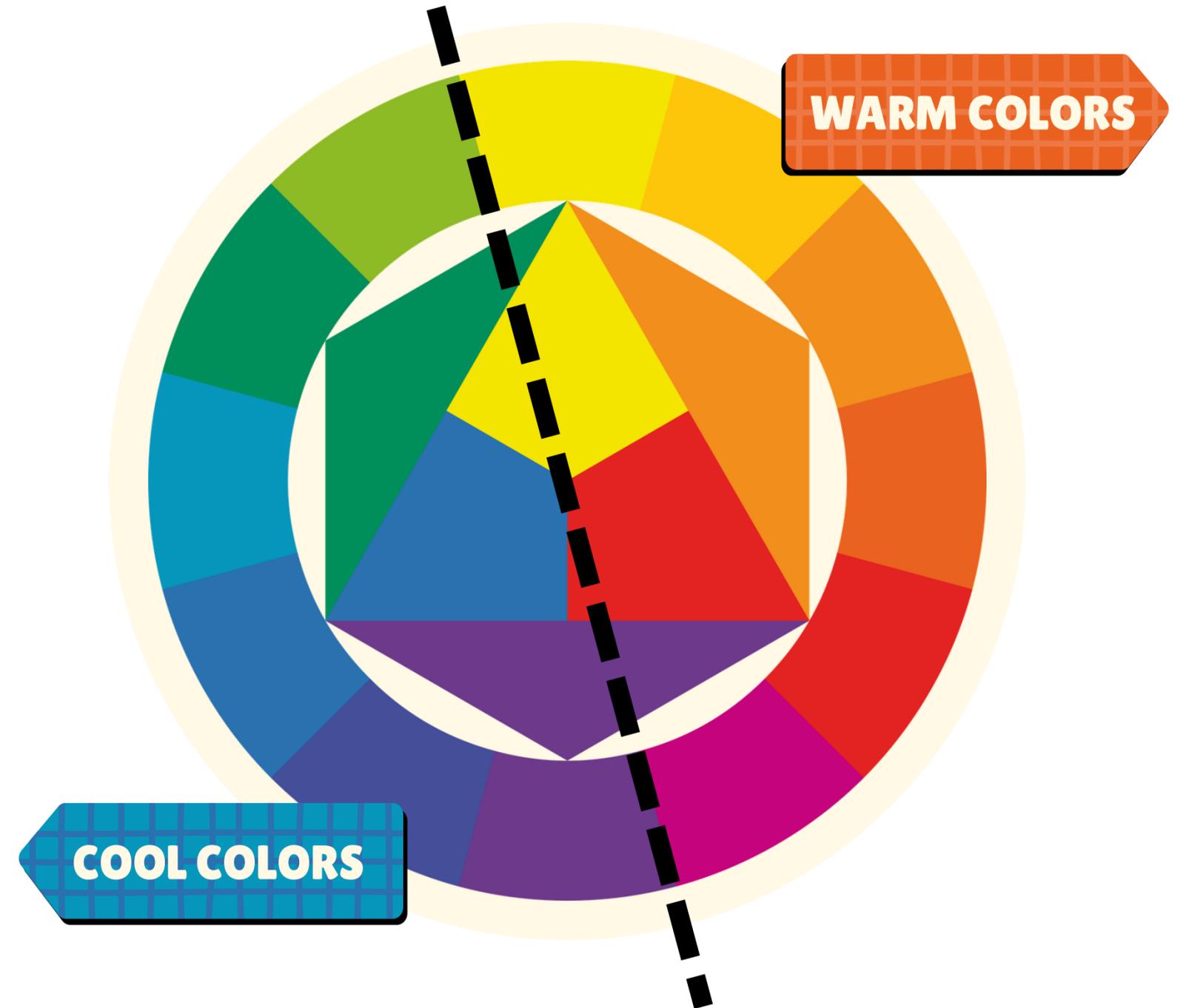


# WARM AND COOL

**Warm** colors give the illusion of taking more space

**Cool** colors tend to recede

It takes 2 to 3 times as much **Cool** to balance a **Warm**

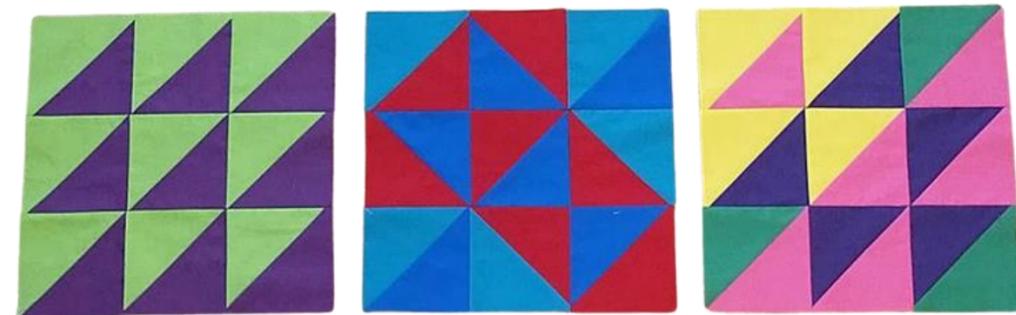
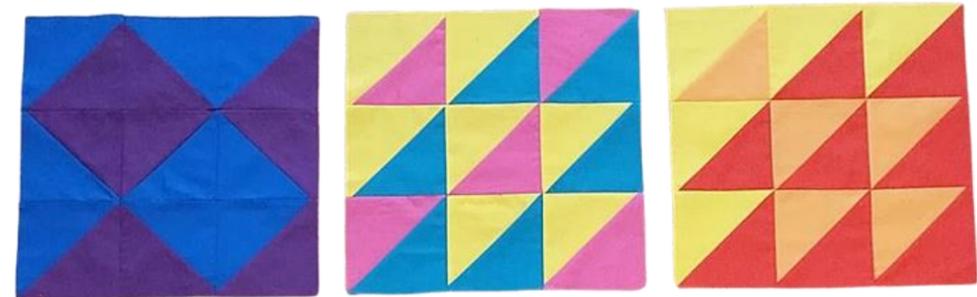


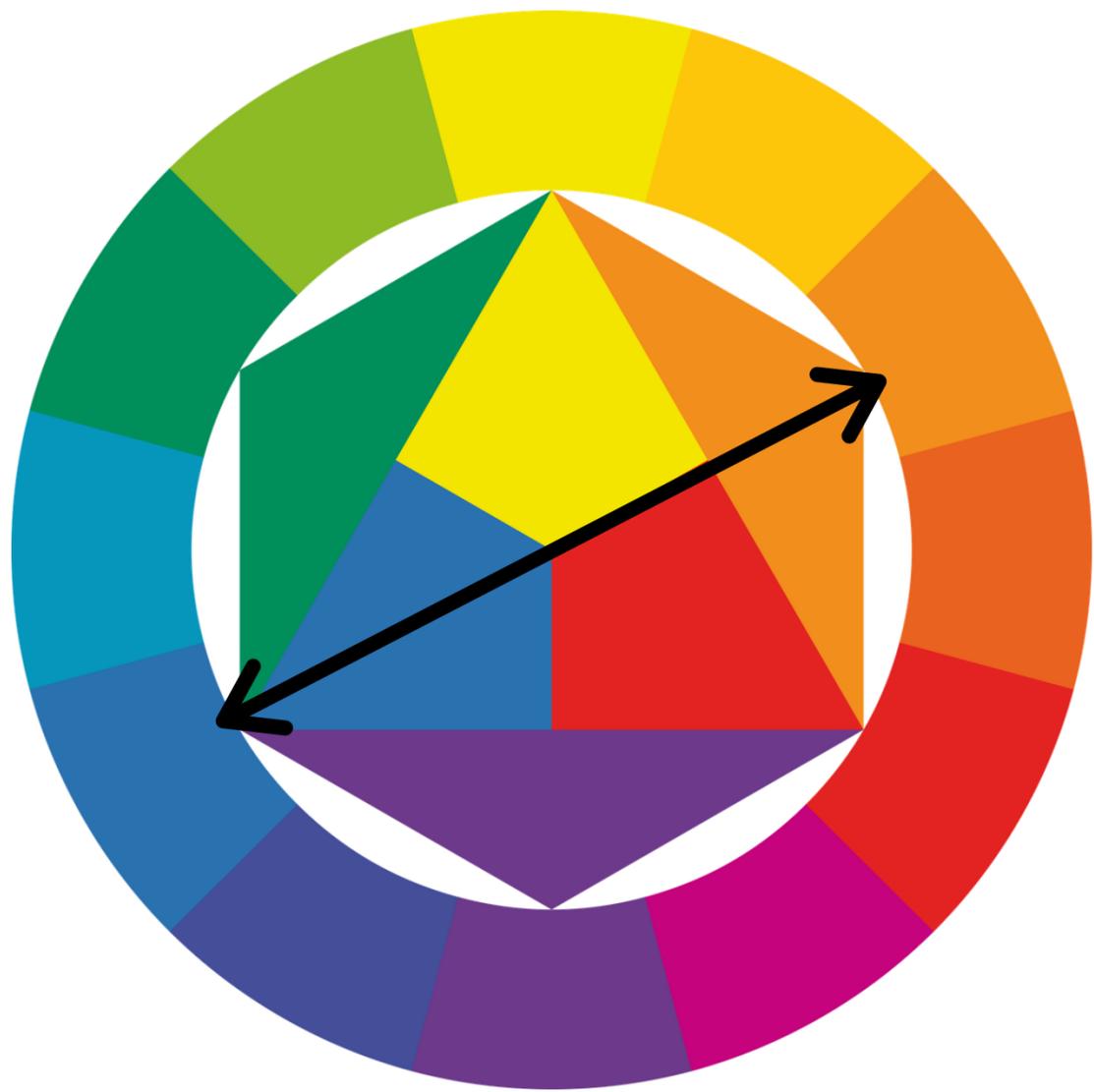
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**COMPLEMENTARY  
COLORS**

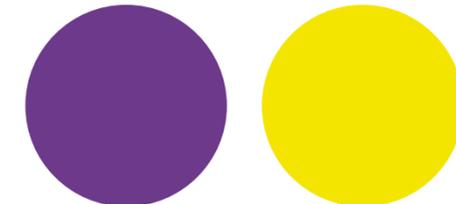
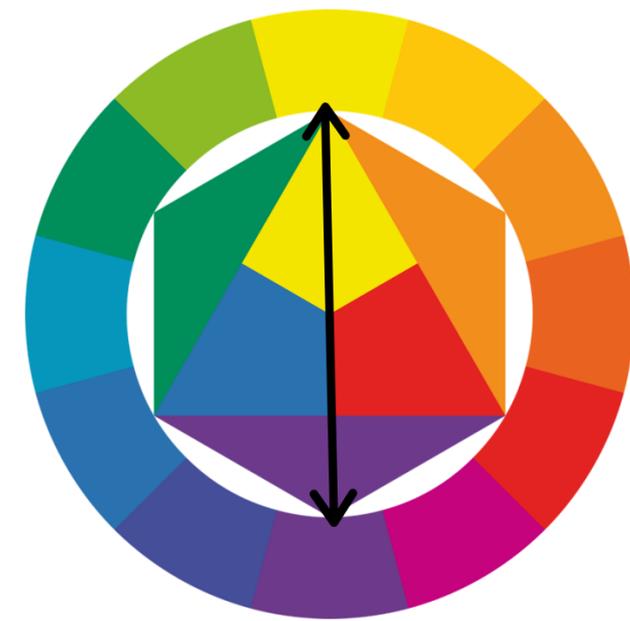
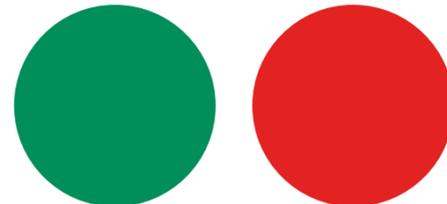
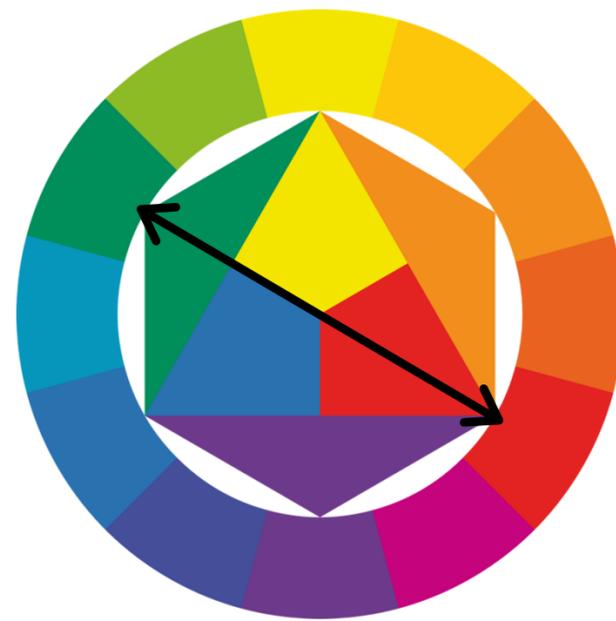
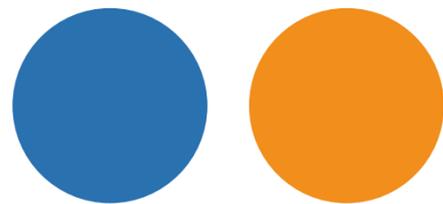
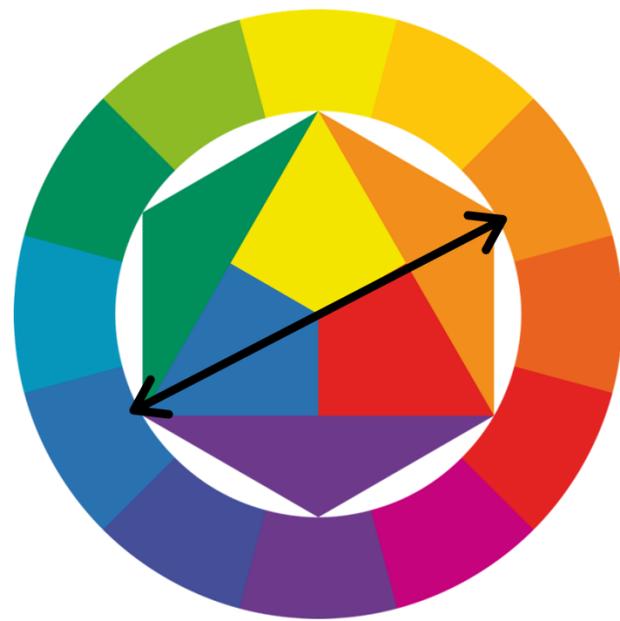


**ANALOGOUS  
COLORS**

are pairs of colors that contrast with each other, more than any other color

They are positioned opposite one another on the color wheel

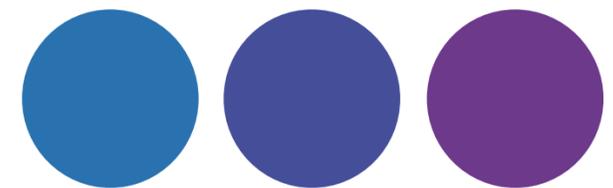
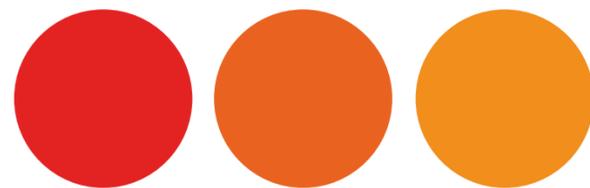
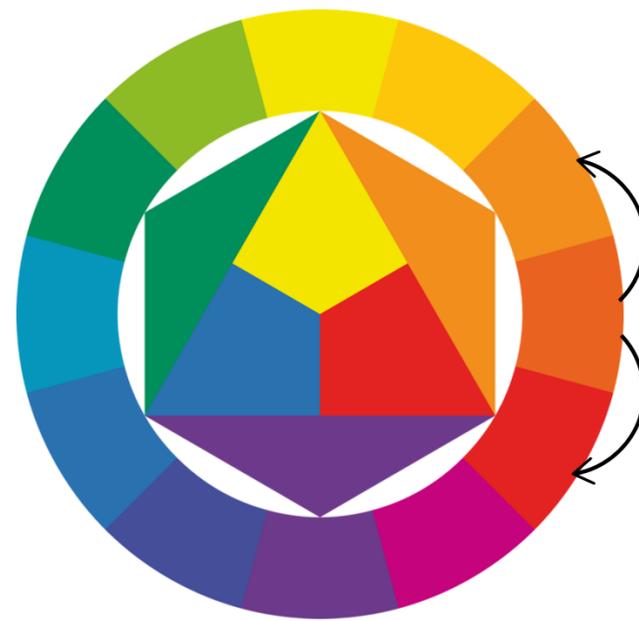
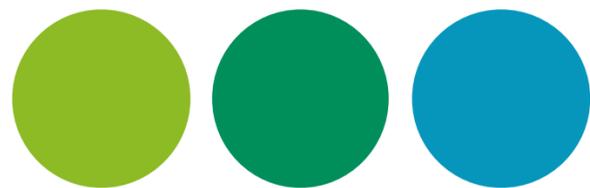
# COMPLEMENTARY COLORS



are three or more colors that are next to each other on the color wheel

They look very similar and when viewed together they have a pleasing appearance

# ANALOGOUS COLORS

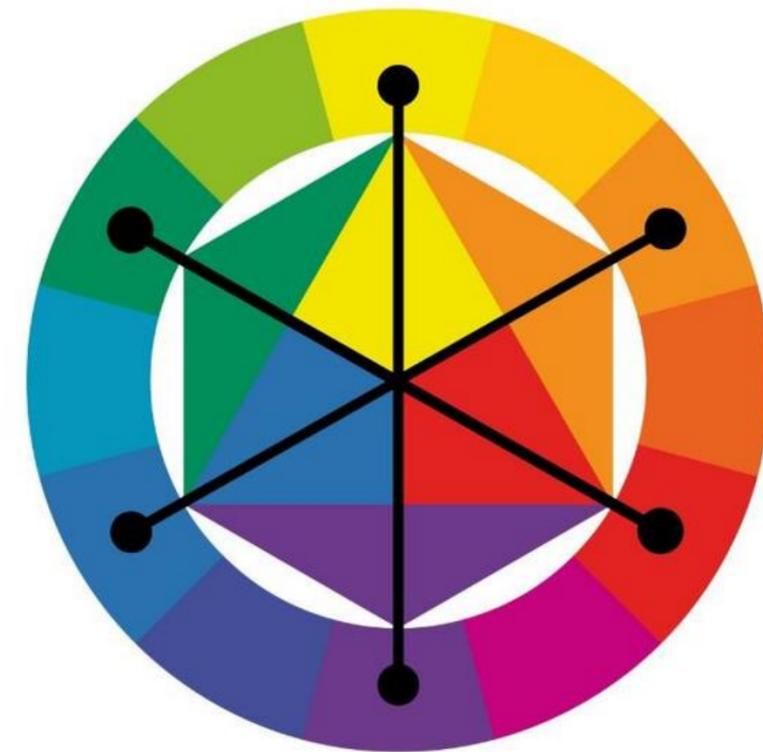




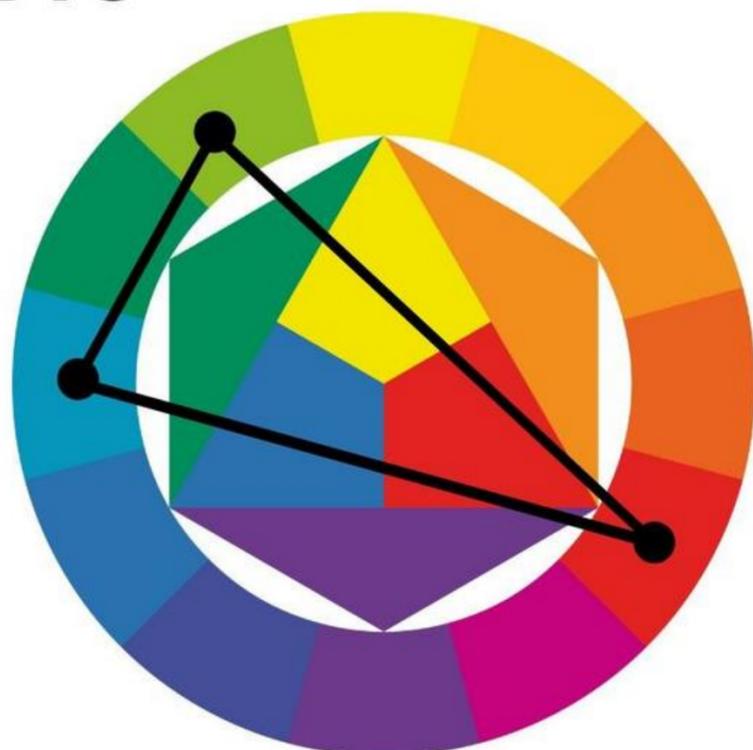
**TRIADIC**



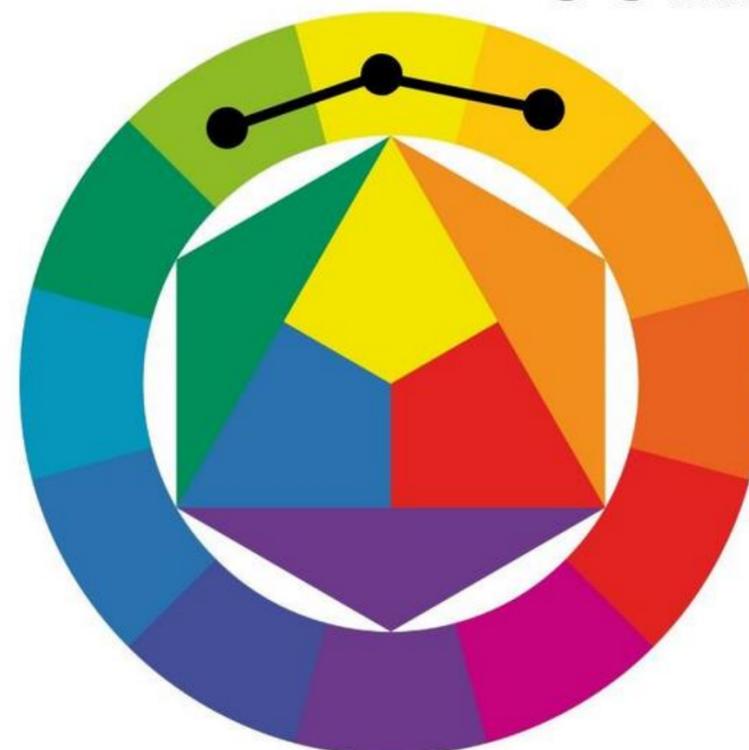
**TETRADIC**



**COMPLEMENTARY**



**SPLIT COMPLEMENTARY**



**ANALOGOUS**