

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

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



COLOR TYPES



PRIMARY

SECONDARY

TERTIARY



COMPLEMENTARY



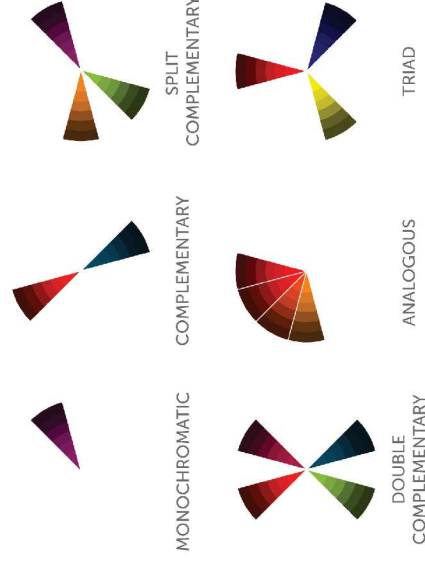
ANALOGOUS

ADDITIVE

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



COLOR RELATIONSHIPS



MONOCHROMATIC

COMPLEMENTARY

SPLIT COMPLEMENTARY

DOUBLE COMPLEMENTARY

ANALOGOUS

TRIAD

COOL, PASSIVE

WARM, ACTIVE

CMYK

MEANINGS



SKY, SEA
DEPTH, STABILITY, TRUST
MASCULINE, TRANQUIL

ROYALTY, POWER
NOBILITY, WEALTH, AMBITION
DIGNIFIED, MYSTERIOUS

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

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

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

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

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