

PAPER LEAF

COLOR THEORY

A quick guide to how colour works: the two ways colour gets made, how the wheel is built, the **schemes** designers use to combine colours, and what each hue tends to say.

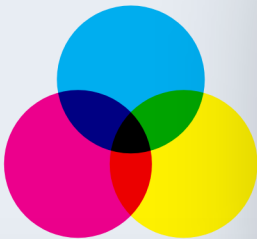


WARM · ACTIVE

COOL · PASSIVE

CMYK

CMYK is colour made with **ink**, the way it works in print. You start with a white page and add cyan, magenta, yellow, and black on top. The more ink you layer on, the darker the result, heading toward black.



RGB

RGB is colour made with **light**, the way it works on screens. You start with a black screen and add red, green, and blue light. The more light you add, the brighter the result, heading toward white.



COLOR TYPES



PRIMARY



SECONDARY



TERTIARY



COMPLEMENTARY



ANALOGOUS

COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY



SPLIT COMP.



DOUBLE COMP.



ANALOGOUS



TRIAD

MEANINGS



RED
Intense. Fire & blood, energy, danger, love, passion.



ORANGE
Warm, stimulating. Enthusiasm, success, creativity, autumn.



YELLOW
Sunshine & joy. Cheer, intellect, energy, attention.



PURPLE
Royalty & power. Nobility, wealth, ambition, mystery.



BLUE
Sky & sea. Depth, stability, trust, tranquility.



GREEN
Nature & growth. Freshness, healing, safety, money.

TERMS

CHROMA

How pure a hue is in relation to grey.

INTENSITY

The brightness or dullness of a hue.

SHADE

A hue produced by adding black.

SATURATION

The degree of purity of a hue.

LUMINANCE / VALUE

A measure of how much light a hue reflects.

TINT

A hue produced by adding white.

