



# Colour Theory

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# What is Colour Theory?

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- Good colour combinations follow various rules and guidelines. The field of Colour Theory describes these for use in design matters.
- It helps to choose the correct set of colours in both a visual and psychological level.
- Helps achieves harmonious design.

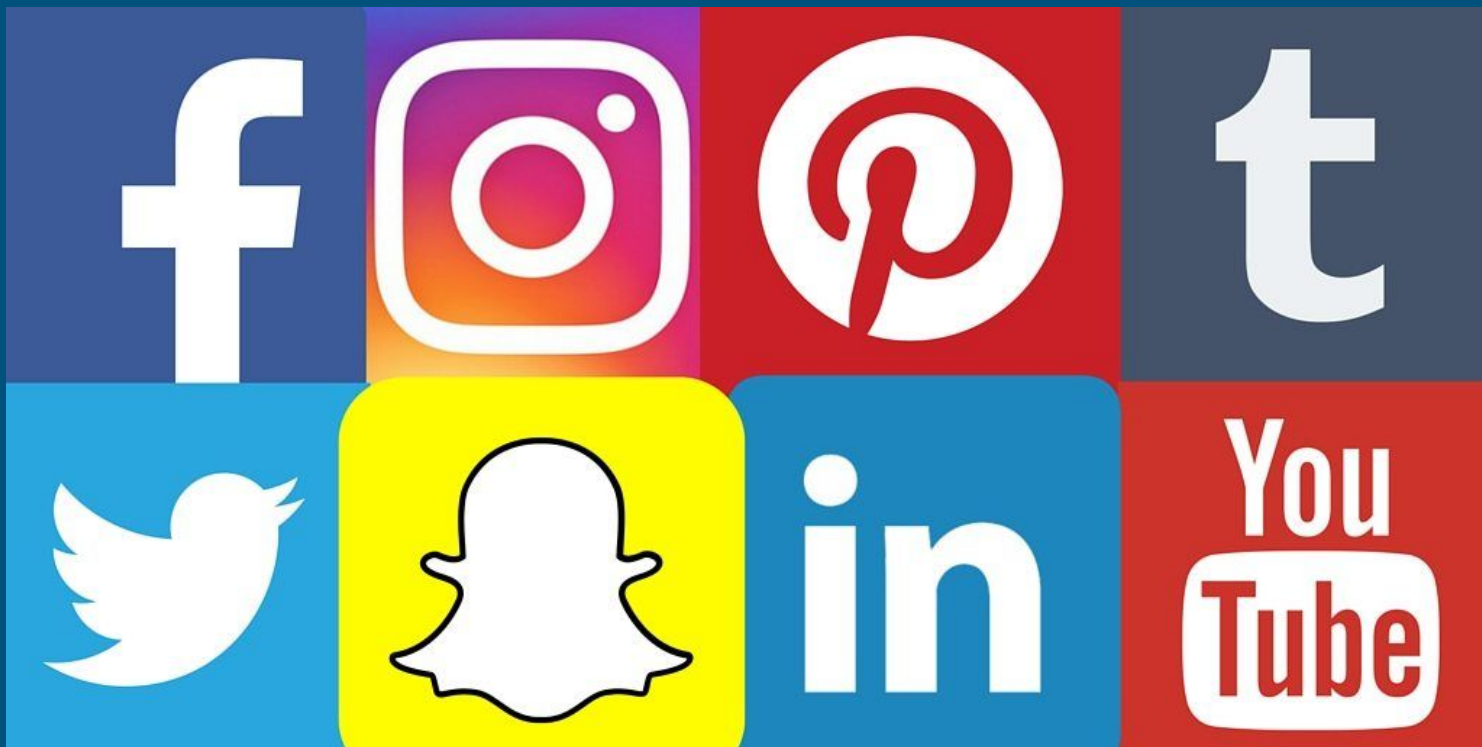


# Why does it matter?

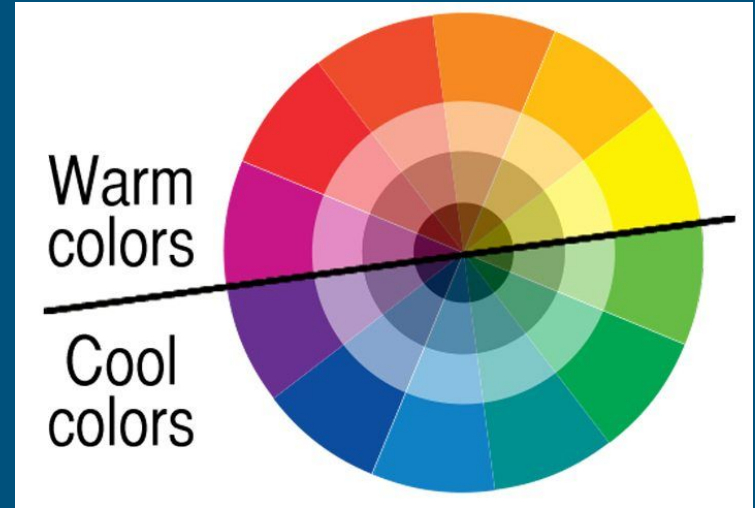
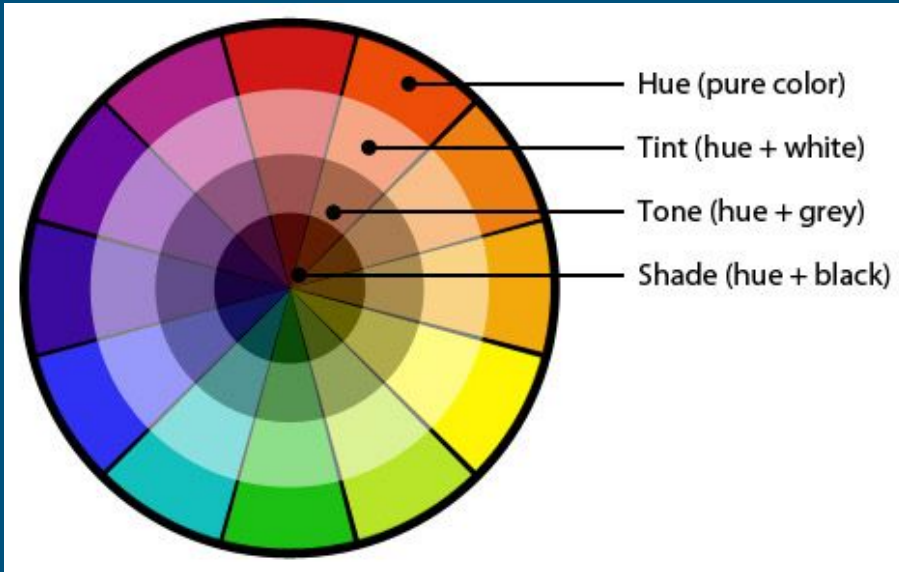
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- Research suggest huge impact of colour in customer preference.
  - “subconscious judgment about a person, environment, or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone” - CCICOLOR
- Colour is key to brand identity.
- Power of colours.





# Describing Colours



Colour Temperature

# Classic Colour Schemes - Monochromatic

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- Monochromatic colours that are shade or tint variations of the same hue.



**Example palette**

# How to use monochromatic scheme

- Have palettes with sharp contrasts.
  - Avoids issue of “nothing standing out”
- **Understand** psychology behind main hue
  - Red - Bold
  - Green - Health, Growth
  - Orange - Cheerful
  - Blue - Trust
- Grab attention - “calls to action” over a white / black background.



# Break the rules!



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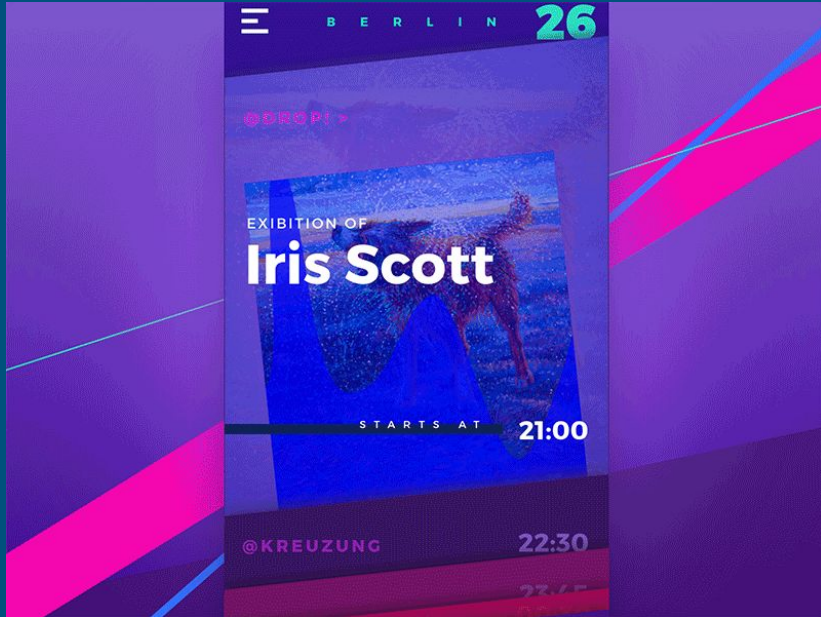
\*Where applicable.





# Classic Colour Schemes - Analogous

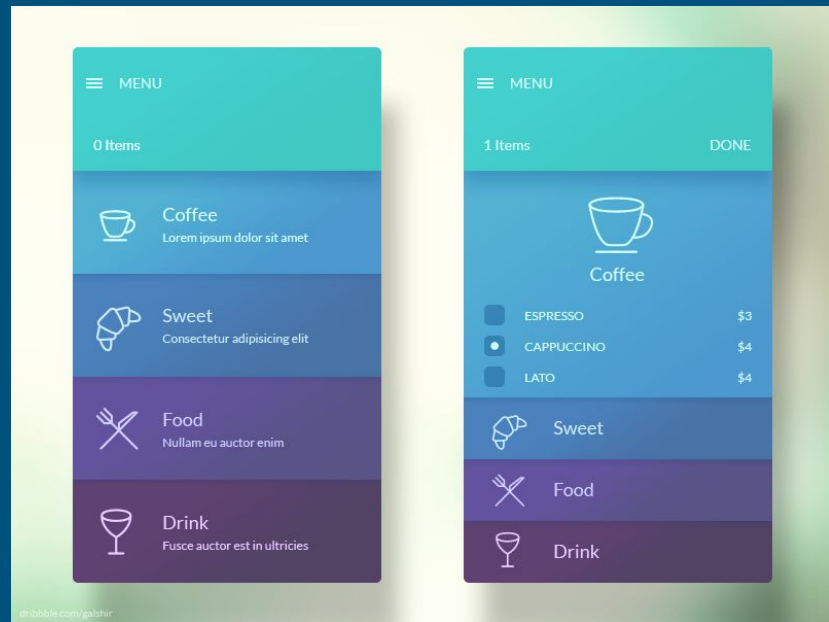
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- Analogous colours are next to each other on the colour wheel.
- Common to choose one colour to dominate, second to support, third for accents.
- Must be applied with care as to not have colours overpower one another.

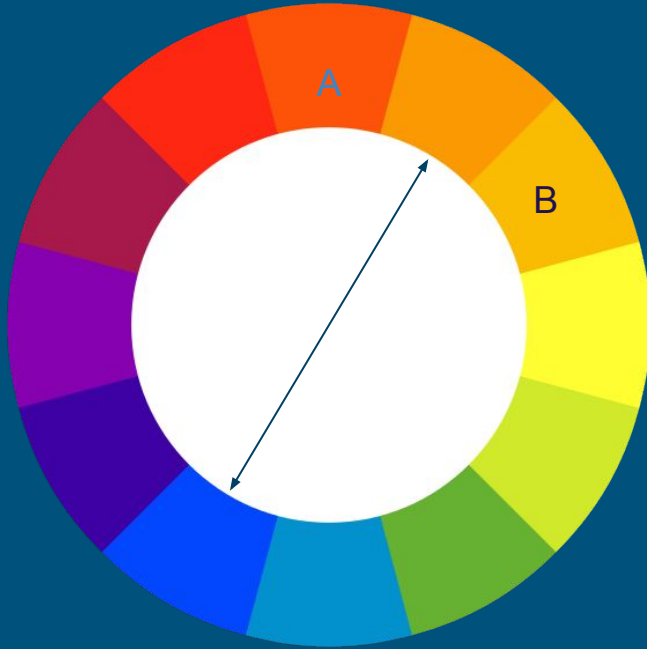
# Analogous Scheme

- Creates vibrant designs.
- Good when the design requires no big contrasts
- Often used for designs with little user input.
- Very harmonious designs.
- Common to use tones of the hue.



# Classic Colour Schemes - Complementary

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- Complementary colours are on the opposite side of the wheel.
- Similar to Analogous, creates vibrant designs, however colours don't overwhelm each other as much.
- Split complementary - chose colours next to the opposite. (A,B)

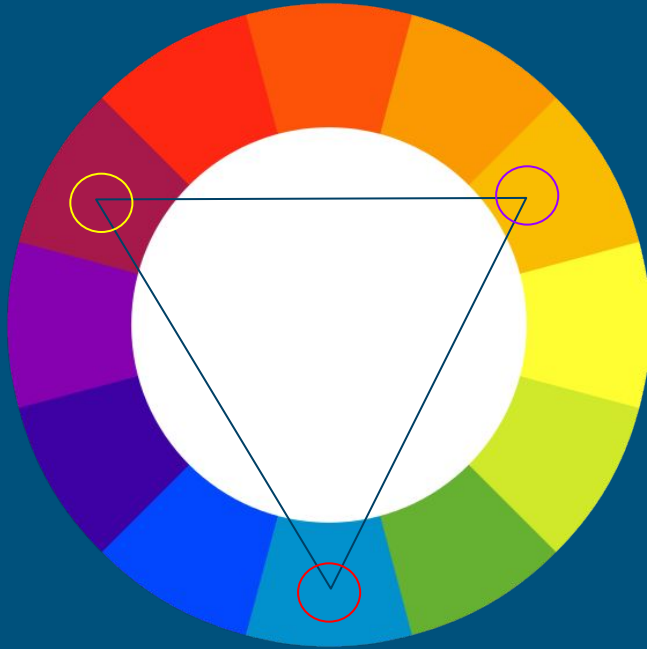
# Complementary Colours

- Middle point between monochromatic and analogous.
- Easier to implement than analogous.
- Works well to quickly signal contrast.



# Classic Colour Schemes - Triadic

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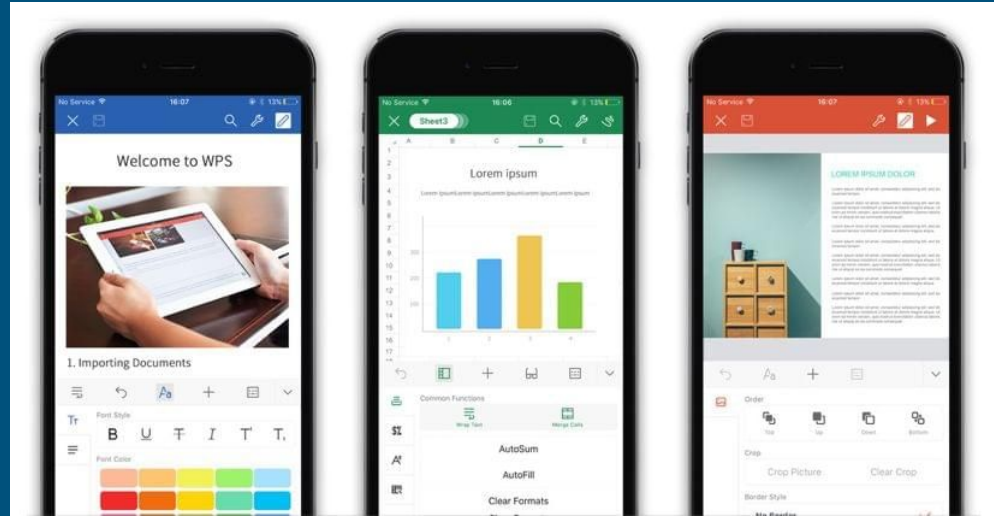


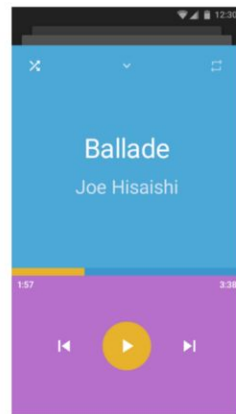
- Choose colours evenly spaced with one another.
- Choose one colour to dominate, other two to accent.
- Creates a harmonious look but without the slightly ombre or monochromatic styling, instead it's much more interesting and vivacious.

# How to apply Triadic scheme

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- Useful your primary colour (i.e. company colour) as the base of the triadic scheme.
- Useful when each colour has meaning.
- 60-20-20 rule.
- Much more common in apps.





# Choosing Colour

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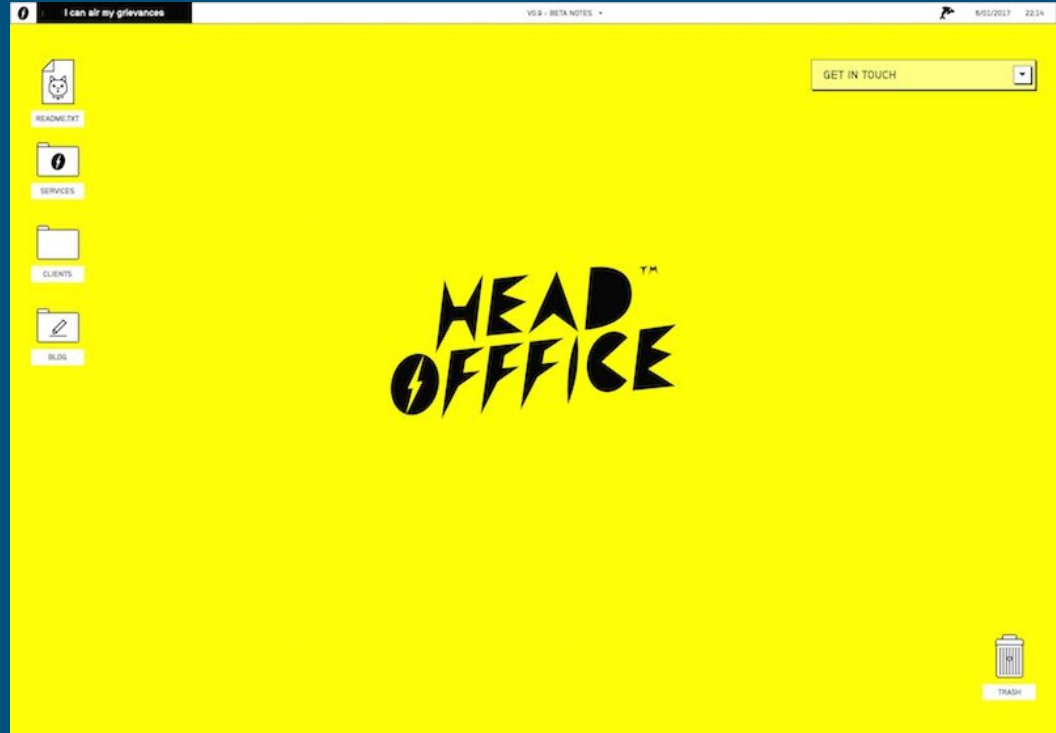
- Know the Users
  - Culture
  - What you want to convey
- Pick a scheme that fits your idea
  - Important user actions ?
  - Emphasis on vibrant design?
  - Is the design text heavy?
- Learn from the best, don't reinvent the (colour) wheel!
  - Use popular colour palettes!





# Mistakes to avoid

- Avoid using an overall very bright colour palette.



# Mistakes to avoid


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- Make your text readable **ALWAYS**.

This is hard to read	This is easy to read
Also hard to read	Also easy to read



# Use colours to enhance designs!!



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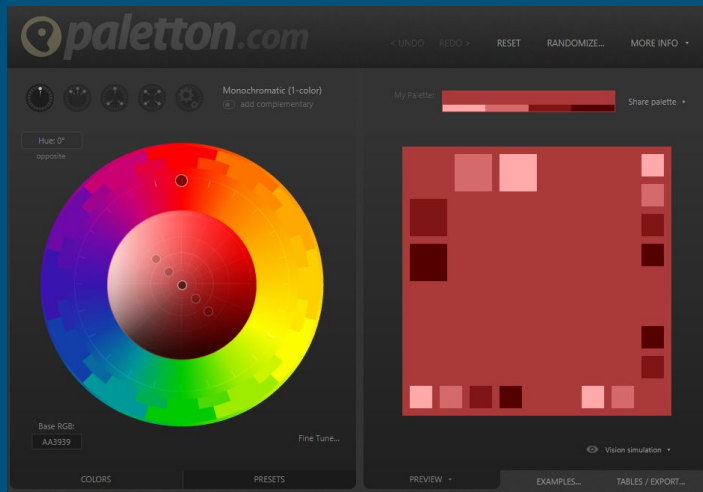


Hi, I'm Morten Strid.

a 40-29 years old, Interactive Art Director living in Bergen, Norway. I  
employed by the advertising agency Neolab.

[Take a look at my work.](#) [View Showreel 2011](#)

# Resources



# References

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- <https://www.interaction-design.org/literature/topics/color-theory>
- <https://uxplanet.org/how-color-can-effect-emotion-ccab0431b1d>
- <https://medium.muz.li/the-ultimate-ux-guide-to-color-design-4d0a18a706ed>
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