

# COLOR THEORY

QUICK REFERENCE GUIDE

2018

## ANALOGOUS

COLORS THAT ARE ADJACENT TO EACH OTHER ON THE COLOR WHEEL

#FF8700	#FFB200	#FFDF00
#A92BBC	#7524AF	#4D22B3
#BADF00	#70C700	#3BBE00

## TRIADIC

THREE COLORS SPACED EQUALLY APART ON THE WHEEL

#FFED00	#FF2600	#0074BF
#00B600	#FF8700	#7524AF
#C82DB3	#00C6A0	#FFB200

## COMPLEMENTARY

COLORS OPPOSITE EACH OTHER ON THE COLOR WHEEL

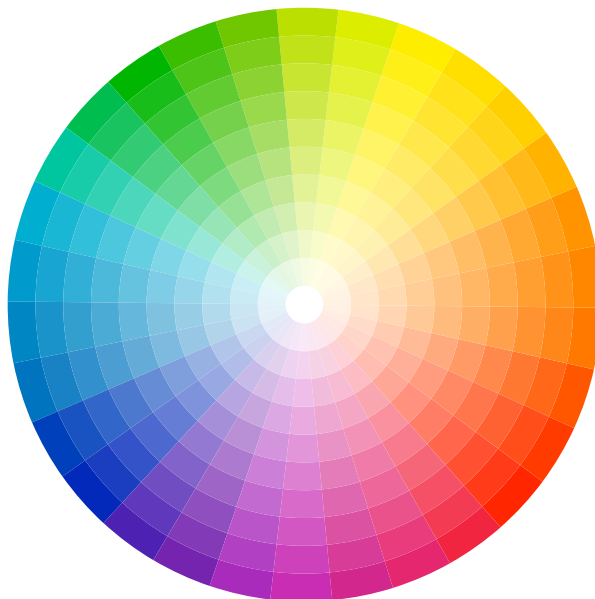
#F22540	#00B600	#A92BBC	#DCED00
#0040BA	#FFB200	#D2278D	#70C700
#FFDF00	#4D22B3	#00AFCF	#FF5700

## SQUARE

FOUR COLORS SPACED EVENLY AROUND THE COLOR WHEEL

#D2278D	#0074BF	#70C700	#FF9300
#FFD000	#F22540	#0229BA	#00B600
#BADF00	#FF7900	#C82DB3	#009BCC

COOL



WARM

## GRAYSCALE

INTENSITY OF BLACK

#CCCCCC	#B2B2B2	#808080	#4D4D4D
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## ADDITIVE

CREATED WITH LIGHT. MONITOR COLORS. STARTING WITH WHITE-ADD COLOR



RGB  
RED, GREEN, BLUE

## MONOCHROMATIC

COLORS OF SINGLE HUE

#4C79CE	#3266C8	#1953C1	#0040BA
#E892C5	#DF67AF	#DB52A3	#D63C98
#CEE84C	#C8E532	#C1E219	#BADF00

## SUBTRACTIVE

CREATED WITH INK. PRINTER COLORS. STARTING WITH WHITE-ADD COLOR



CMYK  
CYAN, MAGENTA, YELLOW, BLACK