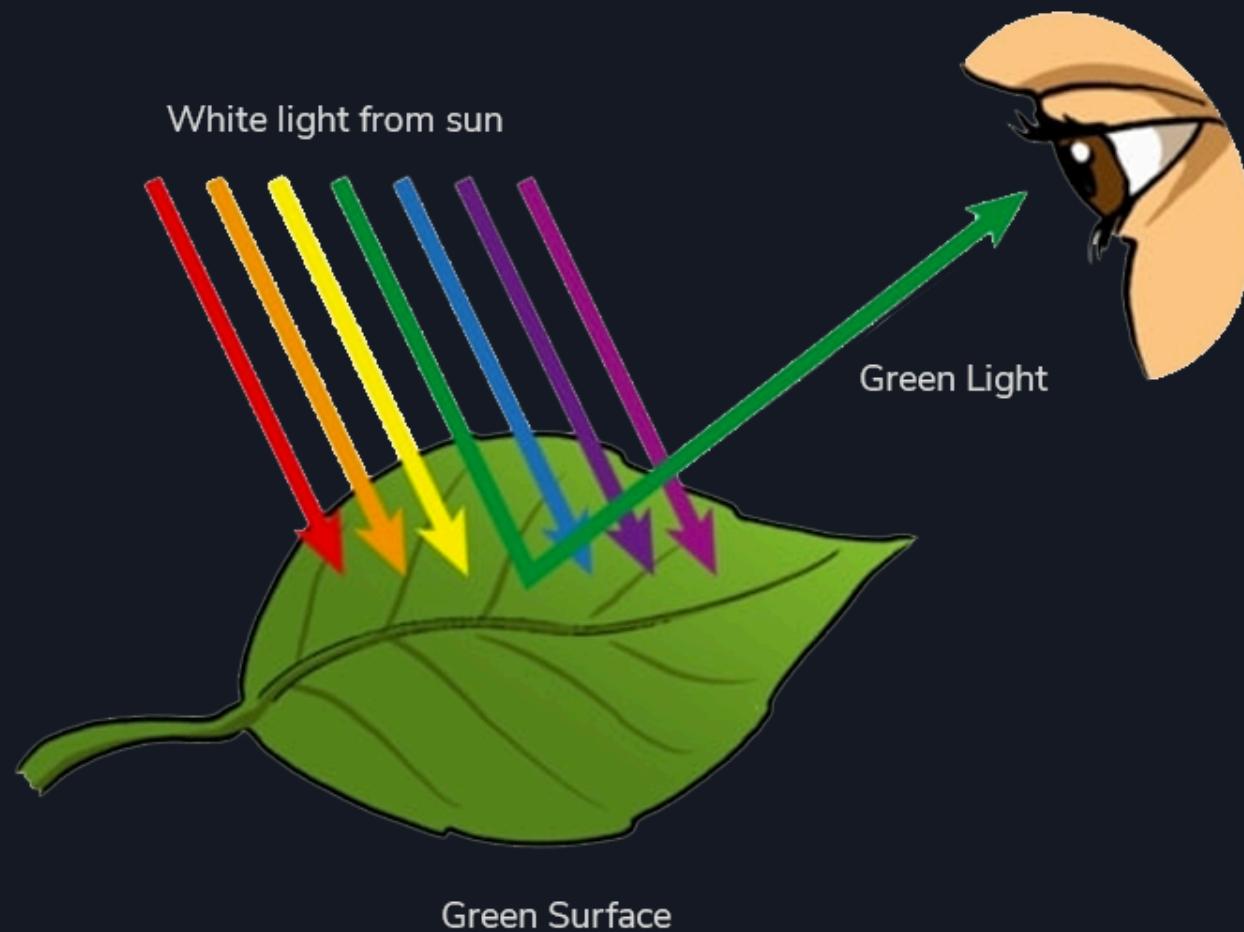
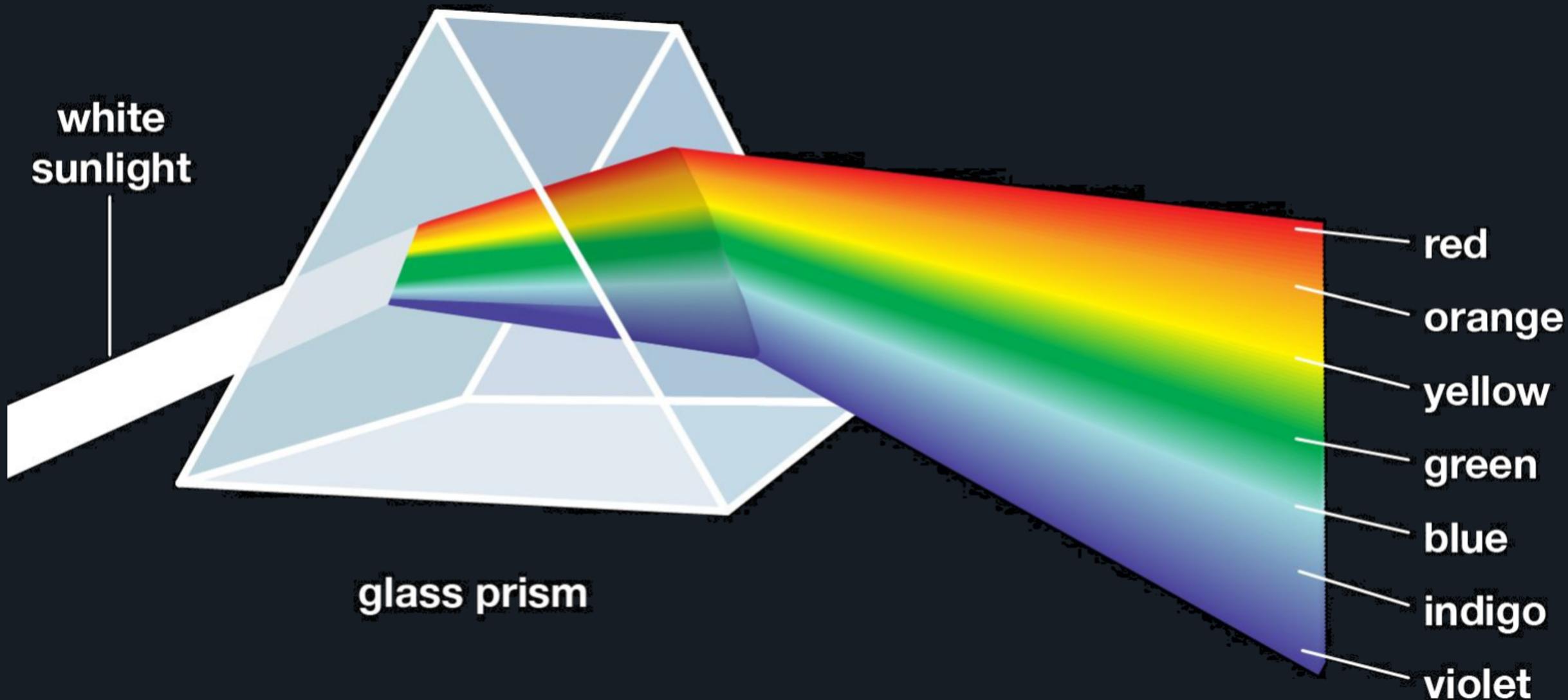


Colors

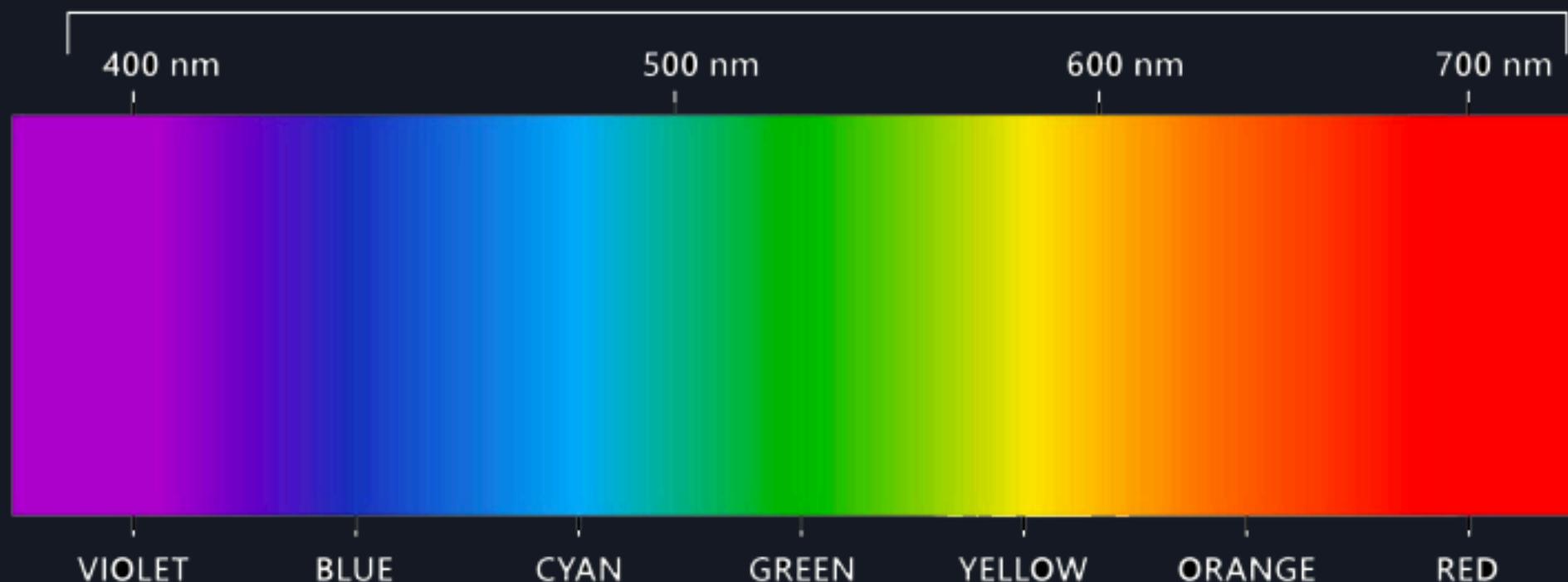
How we see color



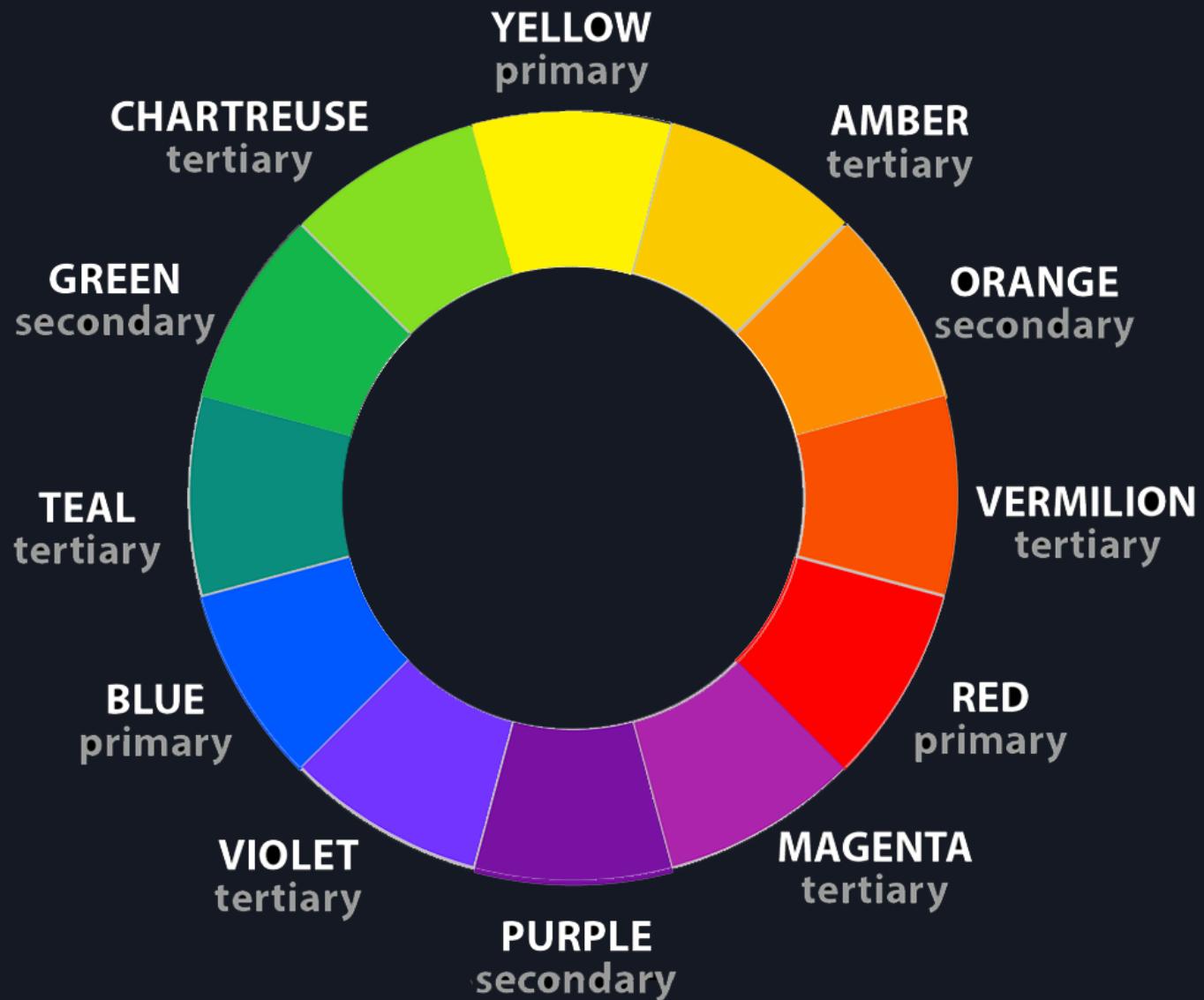
How we see color



VISIBLE SPECTRUM



Hue





HUE

Hue is what most people think of when using the term 'color.' It corresponds to its position in the spectrum. Examples of hues are: red, orange, yellow, green, blue, violet.



SATURATION

The saturation of a color is its degree of richness, intensity, purity, or grayness. Other commonly used terms for saturation are intensity or chroma

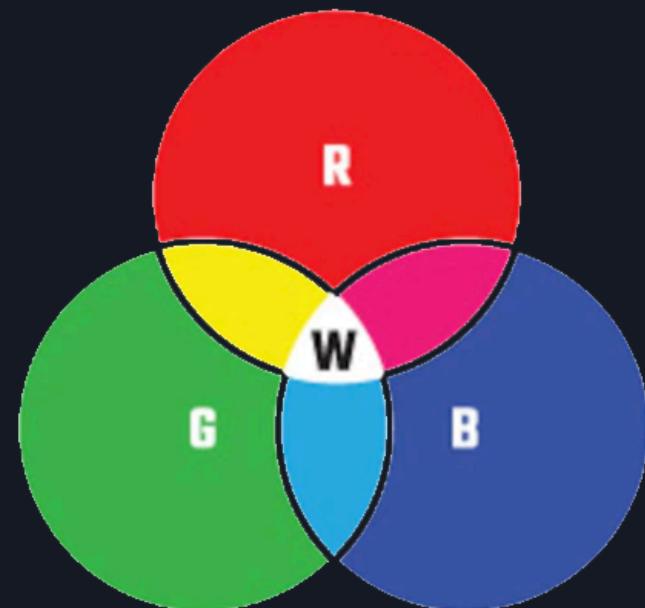


VALUE

Value is the relative lightness or darkness of a color.

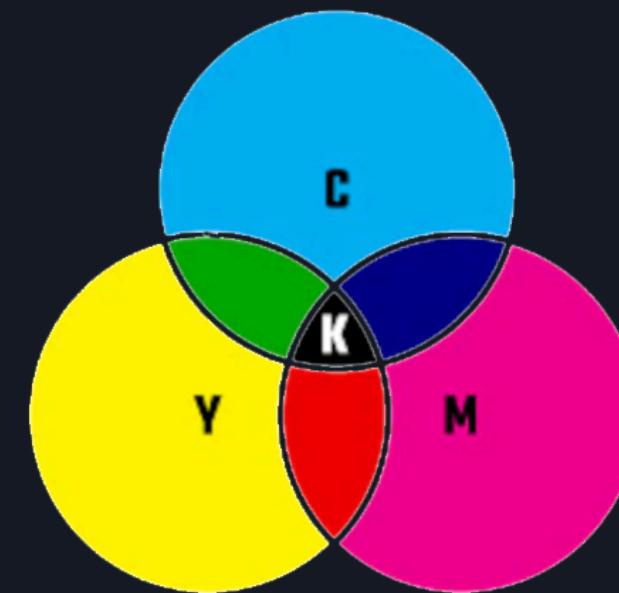
ADDITIVE COLORS

Uses light to display color by adding red, green and blue (RGB)



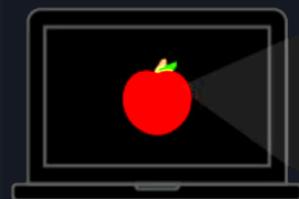
SUBTRACTIVE COLORS

Uses ink to display color by mixing cyan, magenta, yellow and black (CMYK).





DIGITAL IMAGE



PIXELS



SUBPIXELS



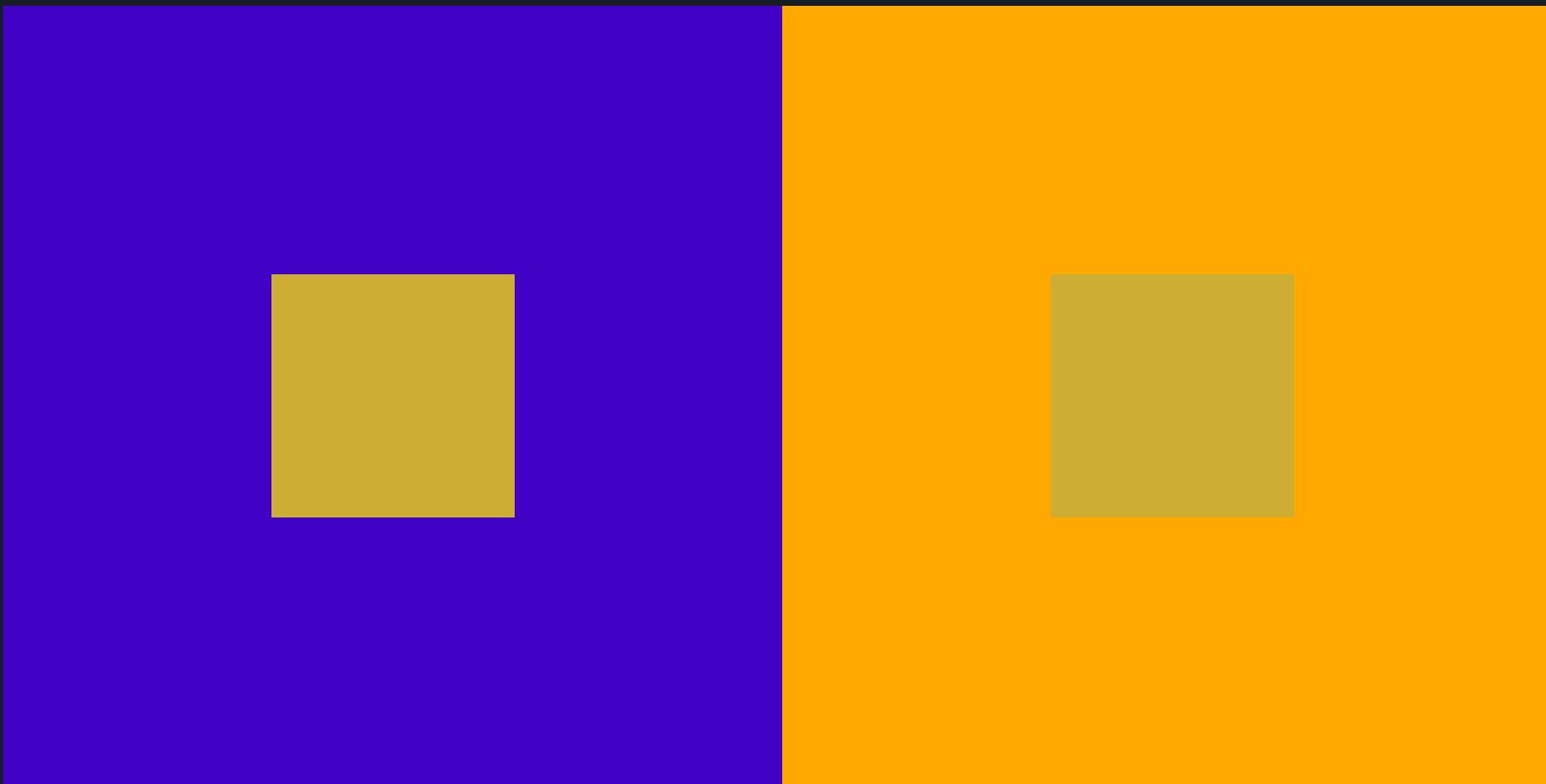
Printed Image

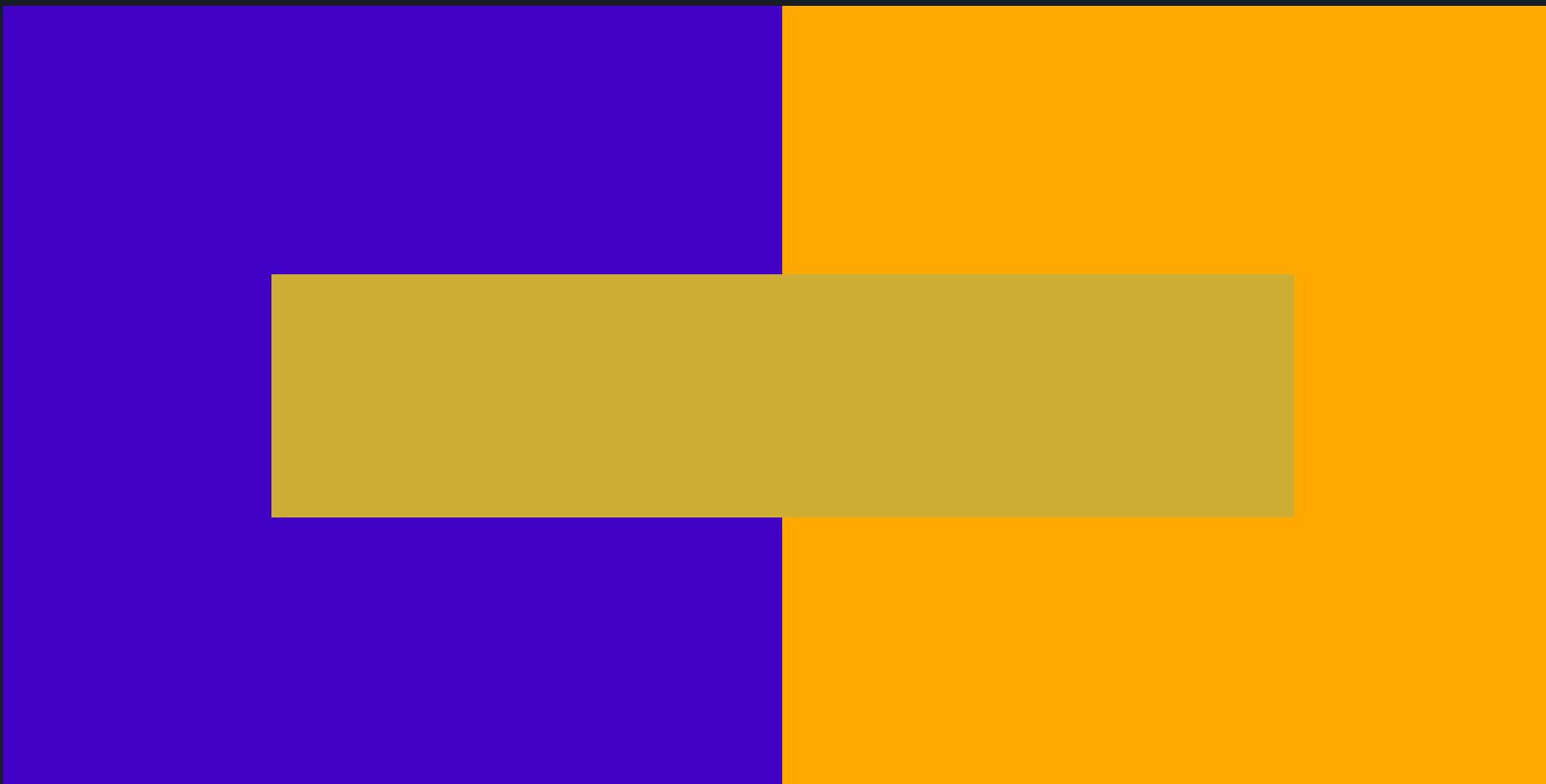


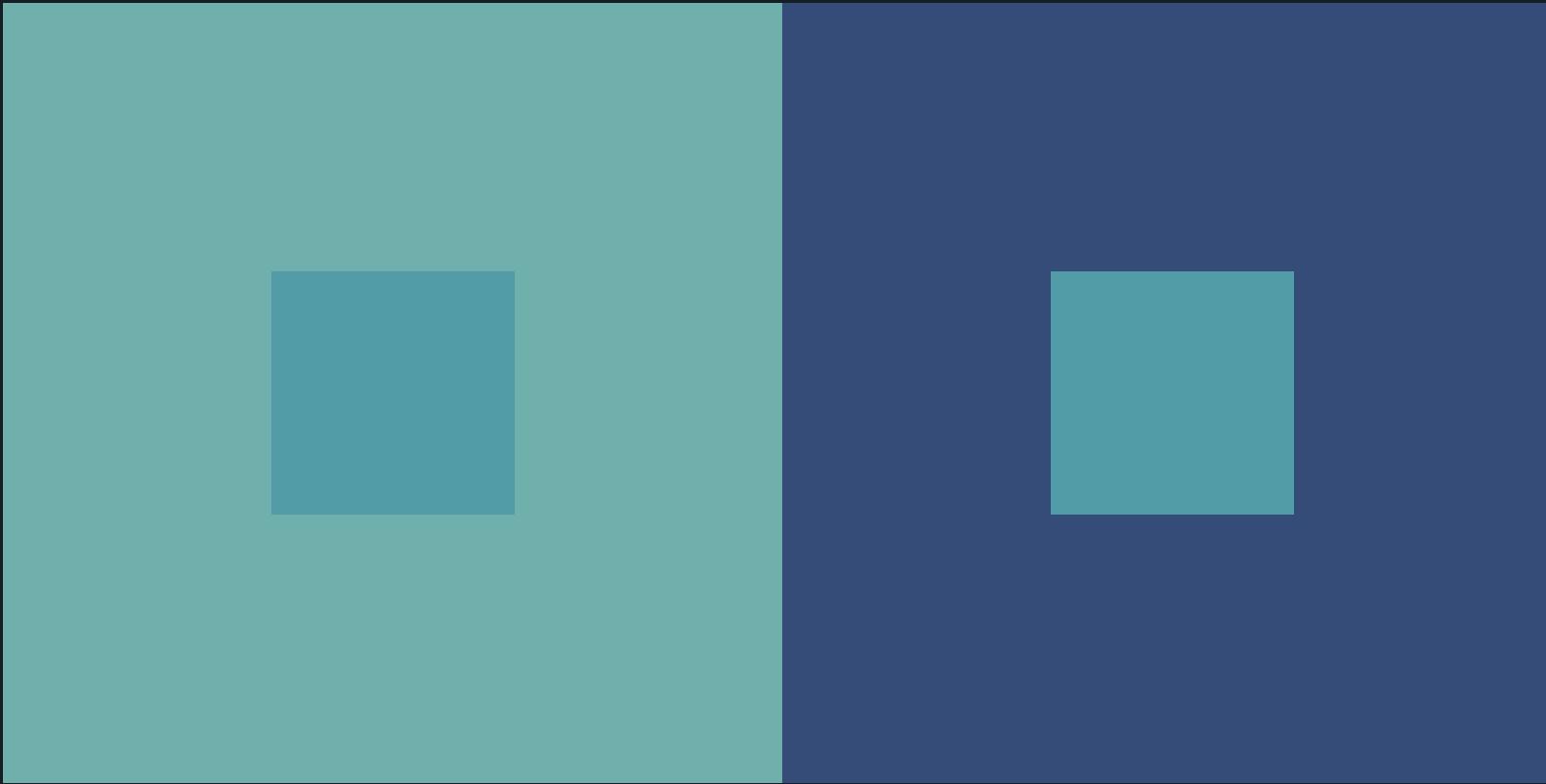
INK PIGMENTS



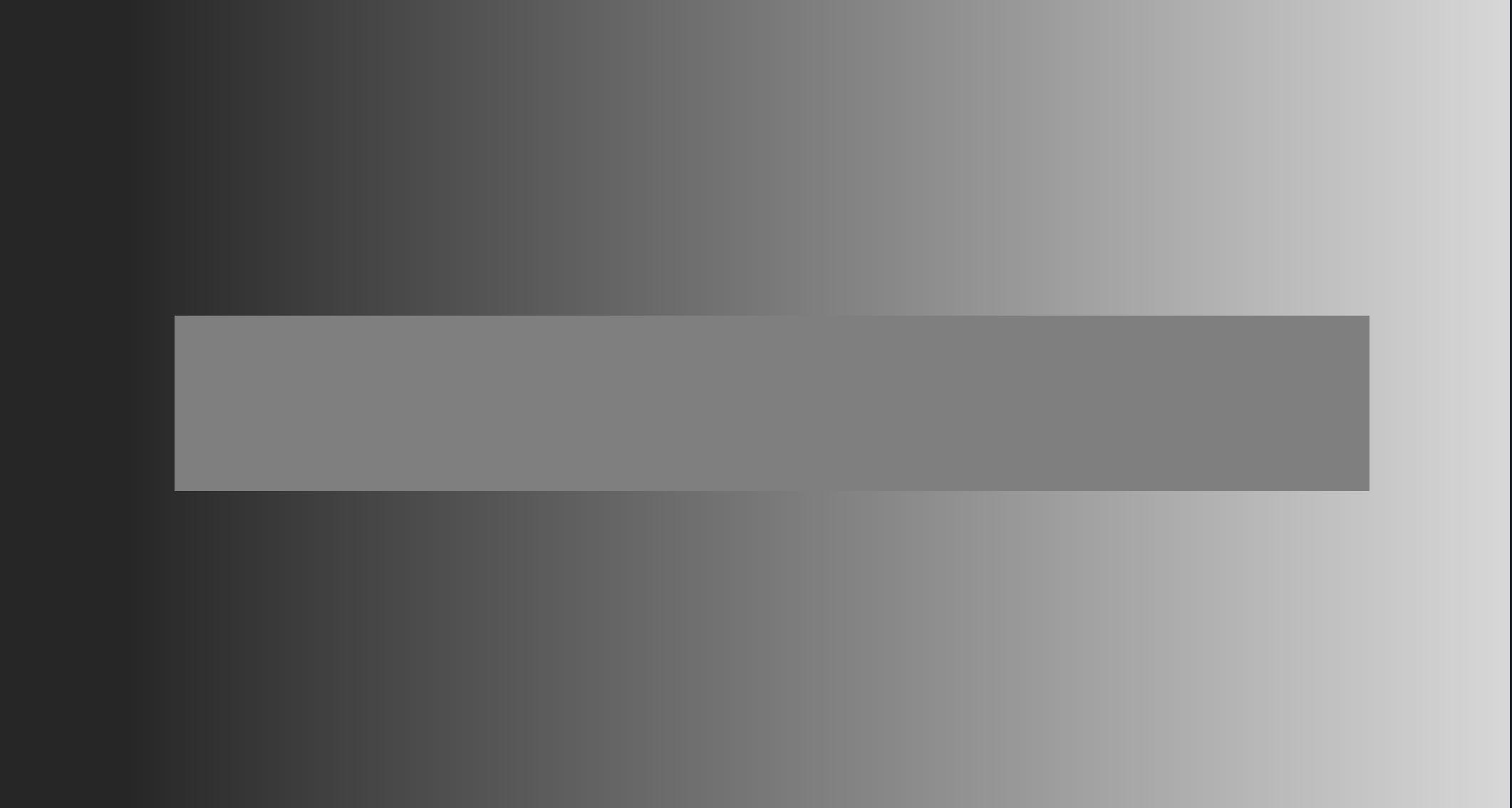
Colors are relative

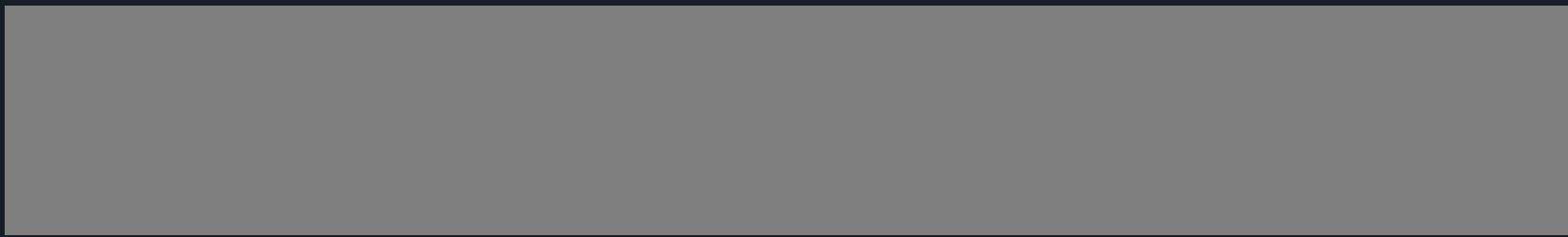












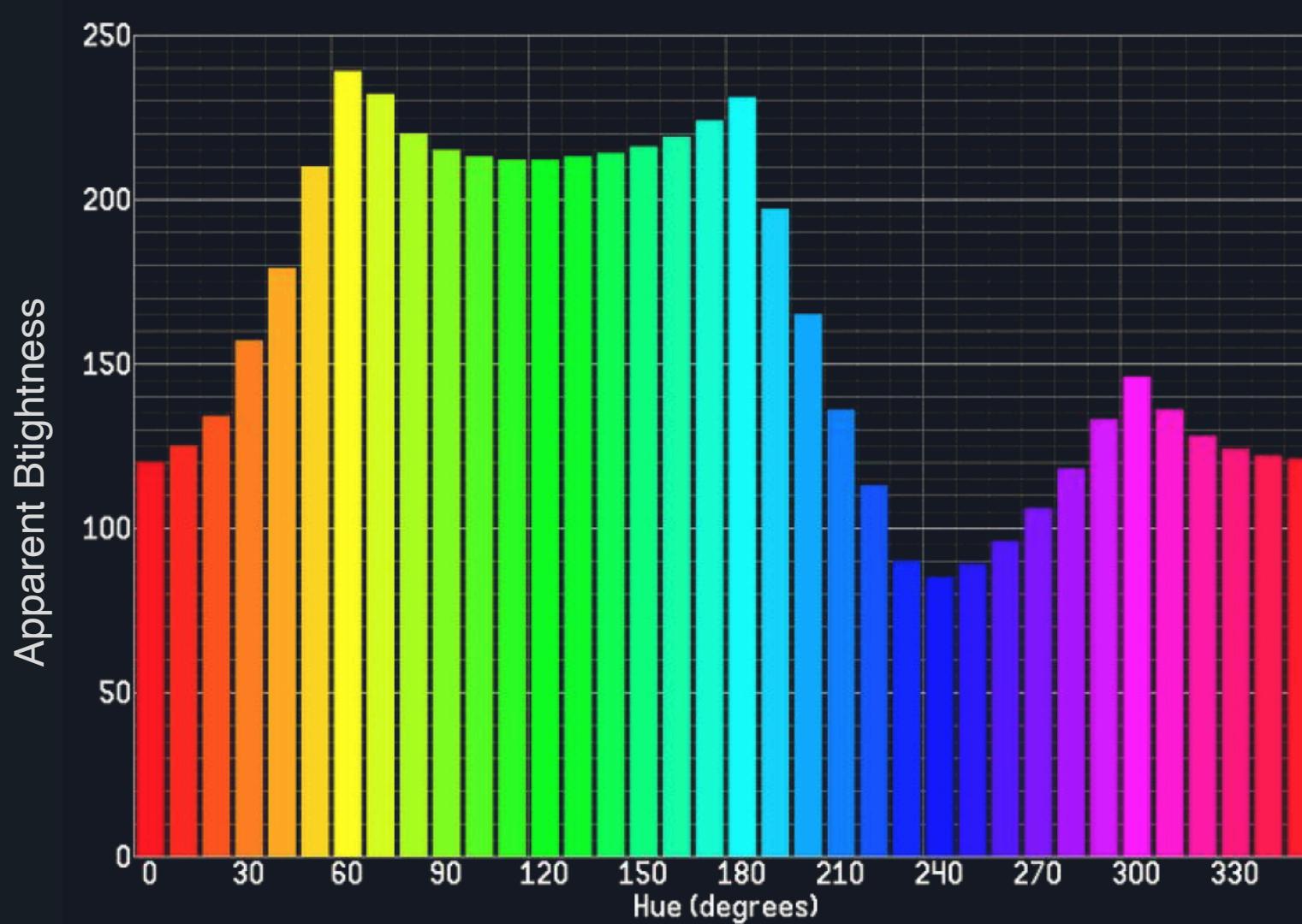
Color Contrast

BRIGHTNESS



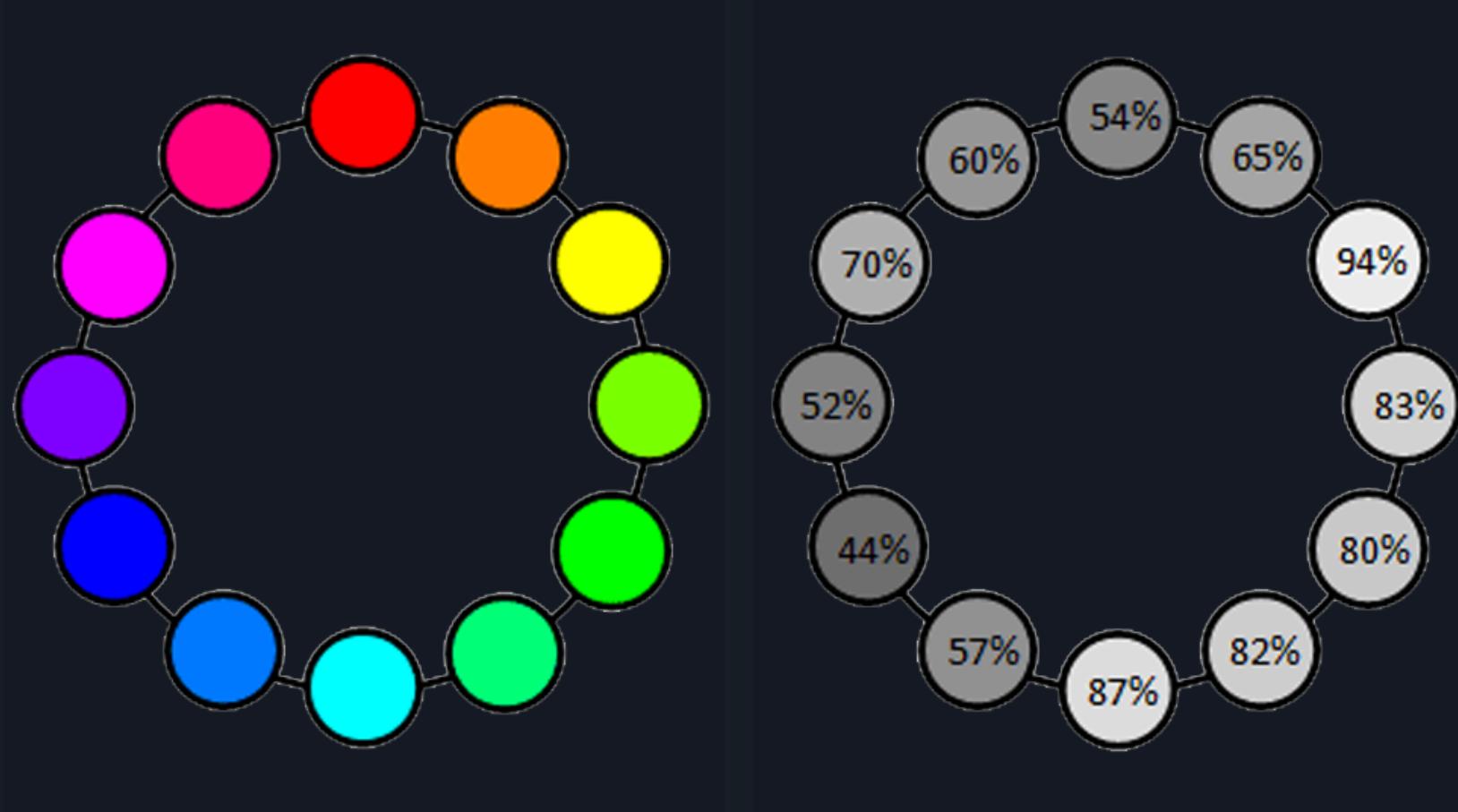
BRIGHTNESS

Apparent Brightness by Hue



Luminance

A certain color can be defined by hue ($0^\circ - 360^\circ$), saturation (0% - 100%) and lightness (0% - 100%). Luminance on the other hand is a measure to describe the perceived brightness of a color.



You can see that blue has the lowest and yellow has the highest luminance value. Yellow is actually just six percentage steps away from white. It's good advice to roughly remember the luminance values of the main hues, as it helps to work more intuitively with color.

Contrast Ratio

The ratios to remember

3:1

Minimum for Text



AA



7:1

(not to scale)

Minimum for
Graphical
Objects / UI

4.5:1

Enhanced level
for Text

[1.4.11 Non-text Contrast \(Level AA\)](#)

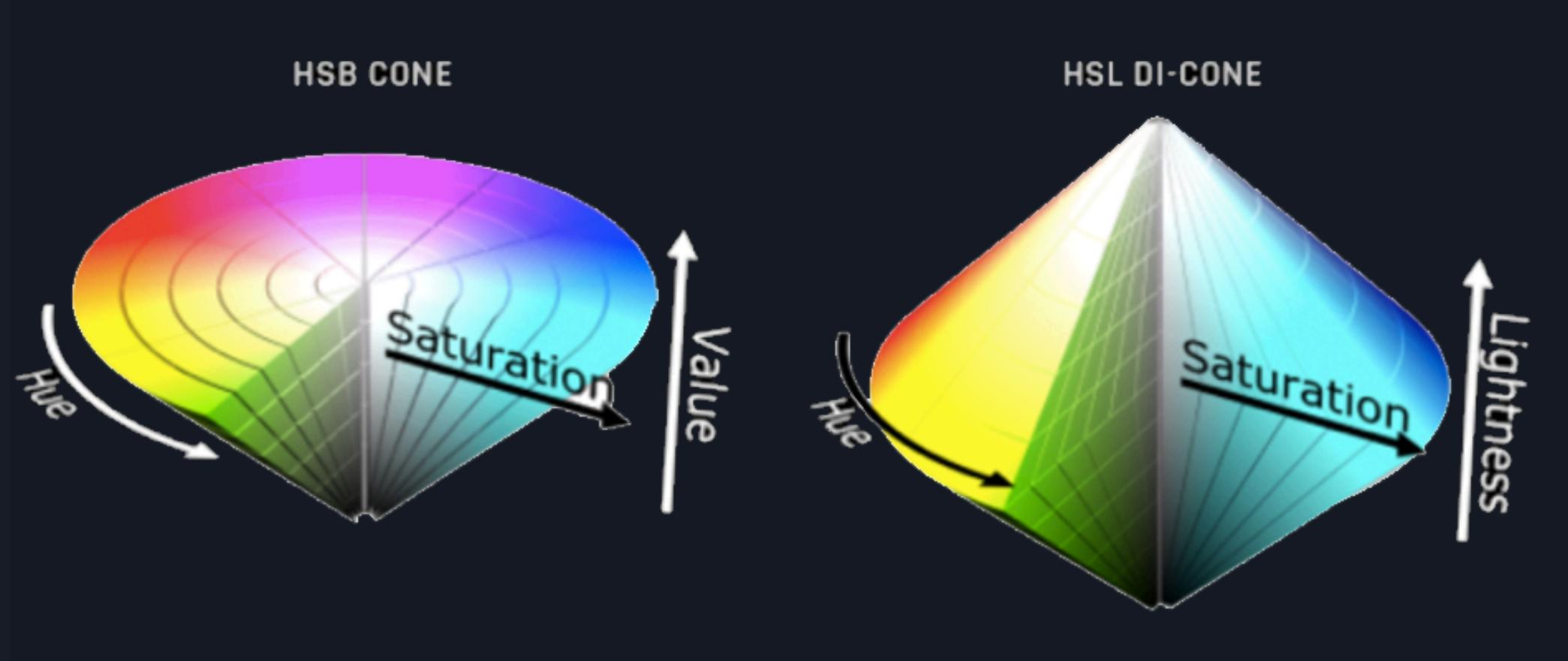
[1.4.3 Contrast \(Minimum\) \(Level AA\)](#)

[1.4.6 Contrast \(Enhanced\) \(Level AAA\):](#)

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Color Space

Color Spaces



Color Pallette



HUE

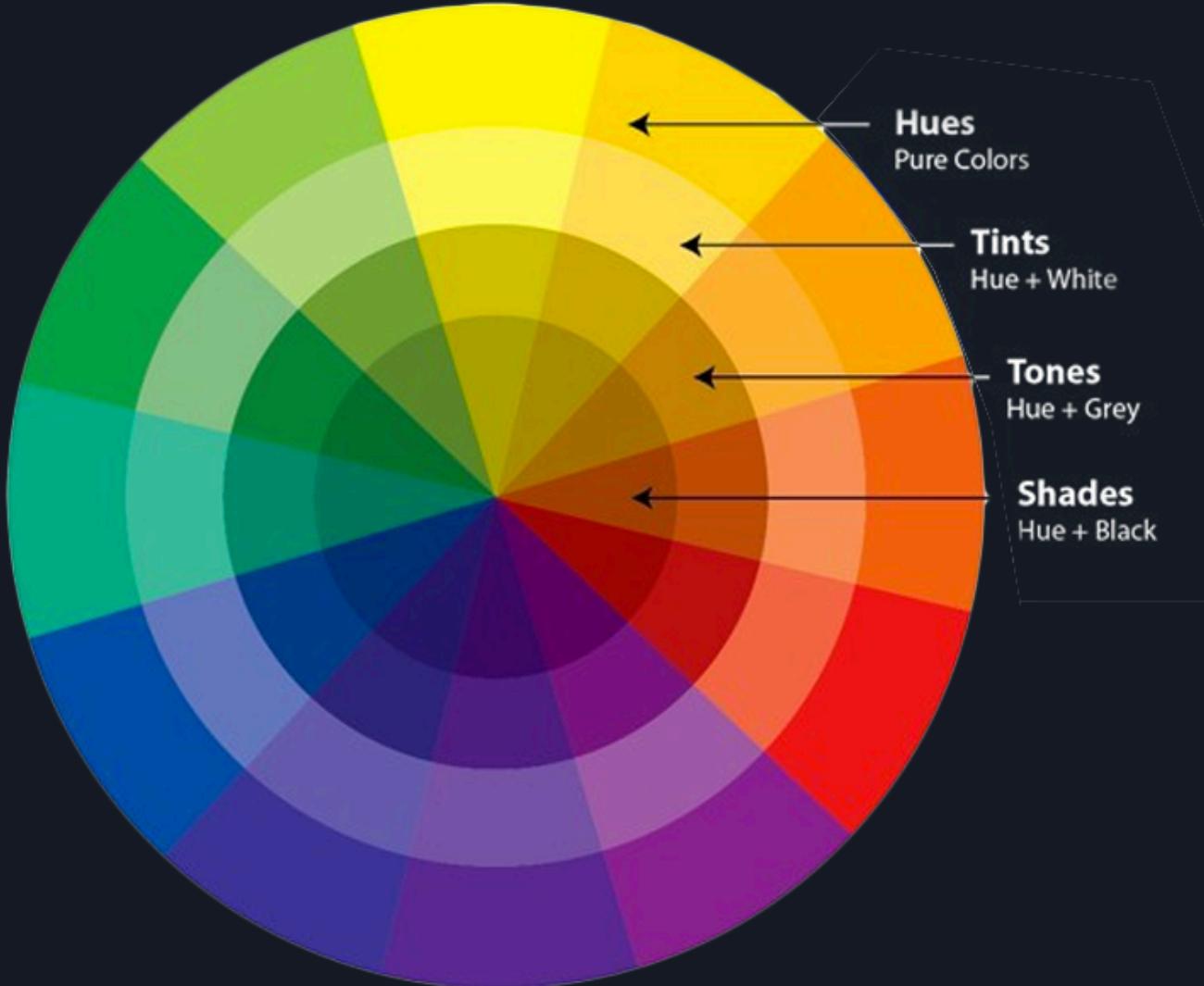


SATURATION



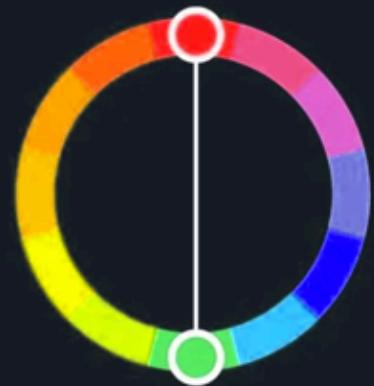
VALUE

HUE



Color Harmony

Complementary



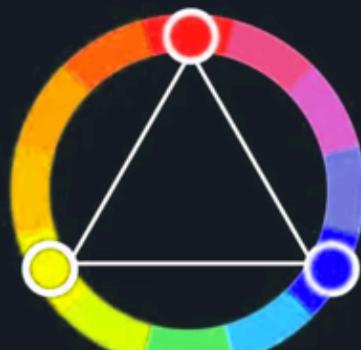
Split-Complementary



Analogous



Triadic



Tetradic



Square



Monochromatic



Monochromatic



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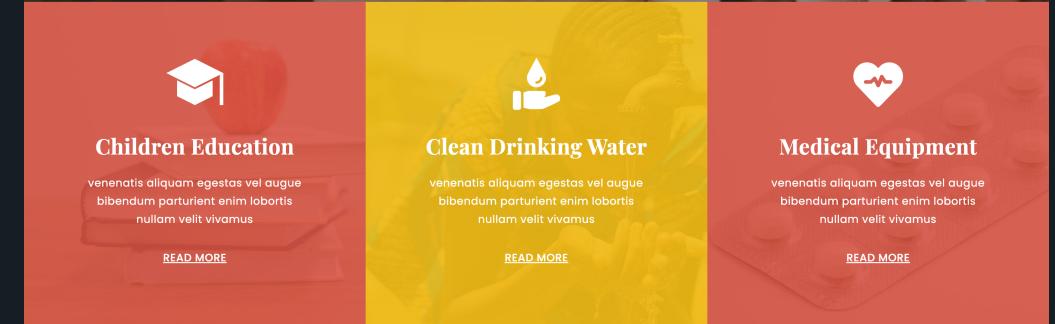
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ABOUT US

Step Forward Serve Huminity Reach Out & Help

There are many variations of passages of Lorem Ipsum available but the majority have suffered alteration in some form by injected humour or so randomised words which don't look even believable.

- ⦿ Have enough food for life
- ⦿ Poor children can return to school.
- ⦿ Most homeless shelters or service organization.
- ⦿ Support poor people to have better jobs.

JOIN NOW

Complementary



A screenshot of a website header. The background features a large color wheel graphic on the left and a pink gramophone on the right. The gramophone has a green play button icon and the text "REEL 2015". The website's navigation menu includes "HOME", "WORKS", "ABOUT", and "CONTACTS". The word "Panic" is written in a stylized, bubbly font above the menu. A small "x" icon is located at the bottom center of the header area.

Triadic



www.strategicmaterials.com



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Tetradic



**if you build it
will they come?**

JULIE & CO

designing success

our work

- New branding and website for Cheverell Consulting
- New branding and website for James Horne Design
- New website for Milestone Building Services
- New logo and website for Reformation Solutions
- New website for Residential Services Plus

our clients

- Walton
- Strategic Activators
- HCI Strategies
- Kappa

our ideas

- MCW1 How to Survive in the New Economy
- Julie & Company wins 2009 Best of Rockville Award for Web Design and Best of Rockville Award for Computer Graphics Design from the U.S. Commerce Association

Julie & Company designs websites for organizations that need to increase revenue, find better clients, sign up more members, or make bigger sales.

Best of Rockville 2009

Square



The screenshot shows the Flourish website homepage. At the top, there's a dark navigation bar with the word "flourish" in white, followed by links for Services, Portfolio, Contact, About, News, Glossary, and a prominent orange "REQUEST QUOTE" button. The main headline reads, "We plant Web sites that **flourish** in the harshest climates." Below the headline is a large graphic of a green tree growing from a circular patch of grass. Four red ribbon-like banners extend from the tree towards the corners of the screen, each containing one of the company's core values: "USABILITY", "VISIBILITY", "AESTHETICS", and "FLEXIBILITY". The background features a stylized landscape with rolling hills, birds, and a bright sun. At the bottom, there are two main call-to-action sections: "Florida Web Design" on the left and "Additional Services" on the right. The "Additional Services" section includes a "PRINT" logo and the text "Brochures, reports".

flourish

Services Portfolio Contact About News Glossary REQUEST QUOTE

We plant Web sites that **flourish** in the harshest climates.

• USABILITY • VISIBILITY

• AESTHETICS • FLEXIBILITY

FEATURED PROJECTS

NEXT PROJECT

you work with me,
real estate is really

Buying or selling your Orlando home doesn't have to be difficult. From first-time buyers to veteran investors, and I'd love

Florida Web Design

Small businesses don't often have the internal resources needed to create and manage a

Additional Services

PRINT

Brochures, reports

<https://m2.material.io/design/color/the-color-system.html#color-theme-creation>

<https://webaim.org/resources/contrastchecker/>

<https://color.adobe.com/create/color-wheel>