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Birman

GRA-205

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3.2 Illustrator Rational

In the process of creating a color palette for the “Save the Tigers” campaign poster I felt that adhering to the vibrant colored coat of fur that the tiger has would be most appealing and adequately represent the aesthetic and majestic nature the tiger holds. The base color chosen was tiger orange or #F96815 with a complementary color scheme for the remaining four colors. This gave a brighter orange, a brown, and a cyan and turquoise to complement the orange. The tiger is the keypoint of the poster and thus had to be vibrant, sporting the tiger orange as its base coat color with the brown and yellow-orange as an accent. The cyan was used as the background to contrast the vibrant tiger with the grass being colored turquoise to boost the tiger's profile. The type was kept black alongside the tigers stripes and white fur. These colors could have been altered to adhere to the five color palette however in favor of realism the white fur and black stripes were kept, the type and stars were kept black as to keep with simplicity and to keep the focus on the tiger.