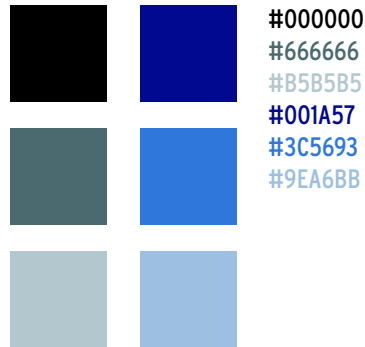


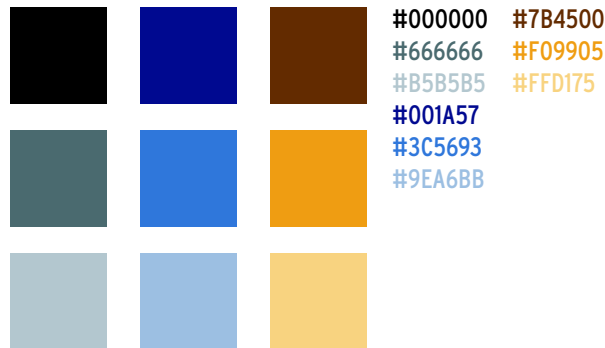
Monochromatic

Dignified, simple, and stoic. Used alone, this palette would be an excellent backdrop for vibrant photos, accentuating the history and tradition of Duke. This palette serves as the foundation for all others.



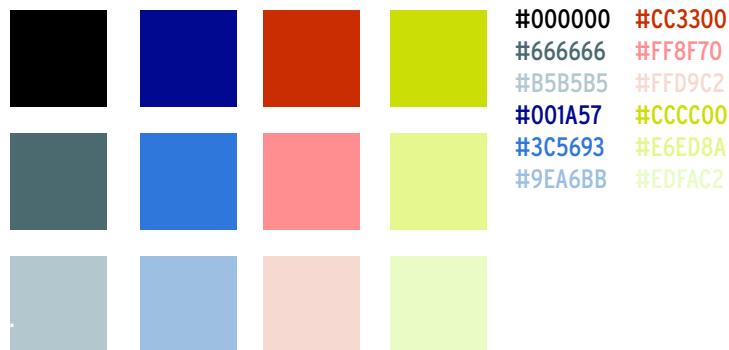
Complementary Colors

The complementary palette is a nice way to broaden range of a design while keeping closest to the historic blue and white of Duke. None of these colors are too wild, but they do represent a full trip around the color wheel, and thus a complete range. It is a passive, but full palette.



Triadic Harmonies

The triadic palette most symbolizes the more energetic and vibrant elements of duke. It represents colors from around the color wheel, bringing in connotations of diversity and complexity. The bold red and vibrant green sit equidistant from Duke blue on the wheel, implying balance while adding a youthful and assertive emotional contrast.



Analogous Colors

The emotional tone sent by this palette is one of safety and security. Analogous colors fall next to one another on the color wheel, limiting range but increasing the feeling of security and stability. This is a contemplative group of colors, showing the stable and thoughtful elements of Duke.

