

# COLOR THEORY

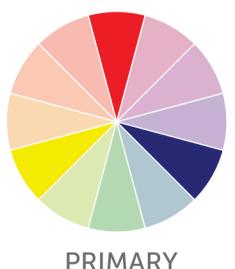
## QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

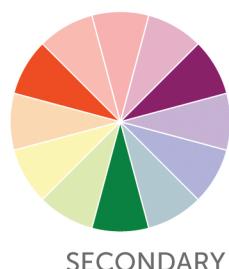
CREATED WITH INK;  
START WITH WHITE, ADD COLOR.  
CMYK



COLOR TYPES



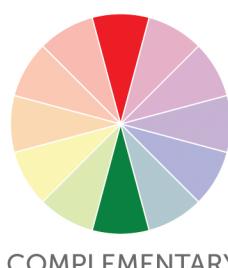
PRIMARY



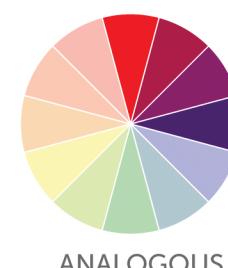
SECONDARY



TERTIARY



COMPLEMENTARY



ANALOGOUS

MEANINGS



INTENSE. FIRE & BLOOD.  
ENERGY, WAR, DANGER, LOVE  
PASSIONATE, STRONG.



SKY, SEA.  
DEPTH, STABILITY, TRUST  
MASCULINE, TRANQUIL.



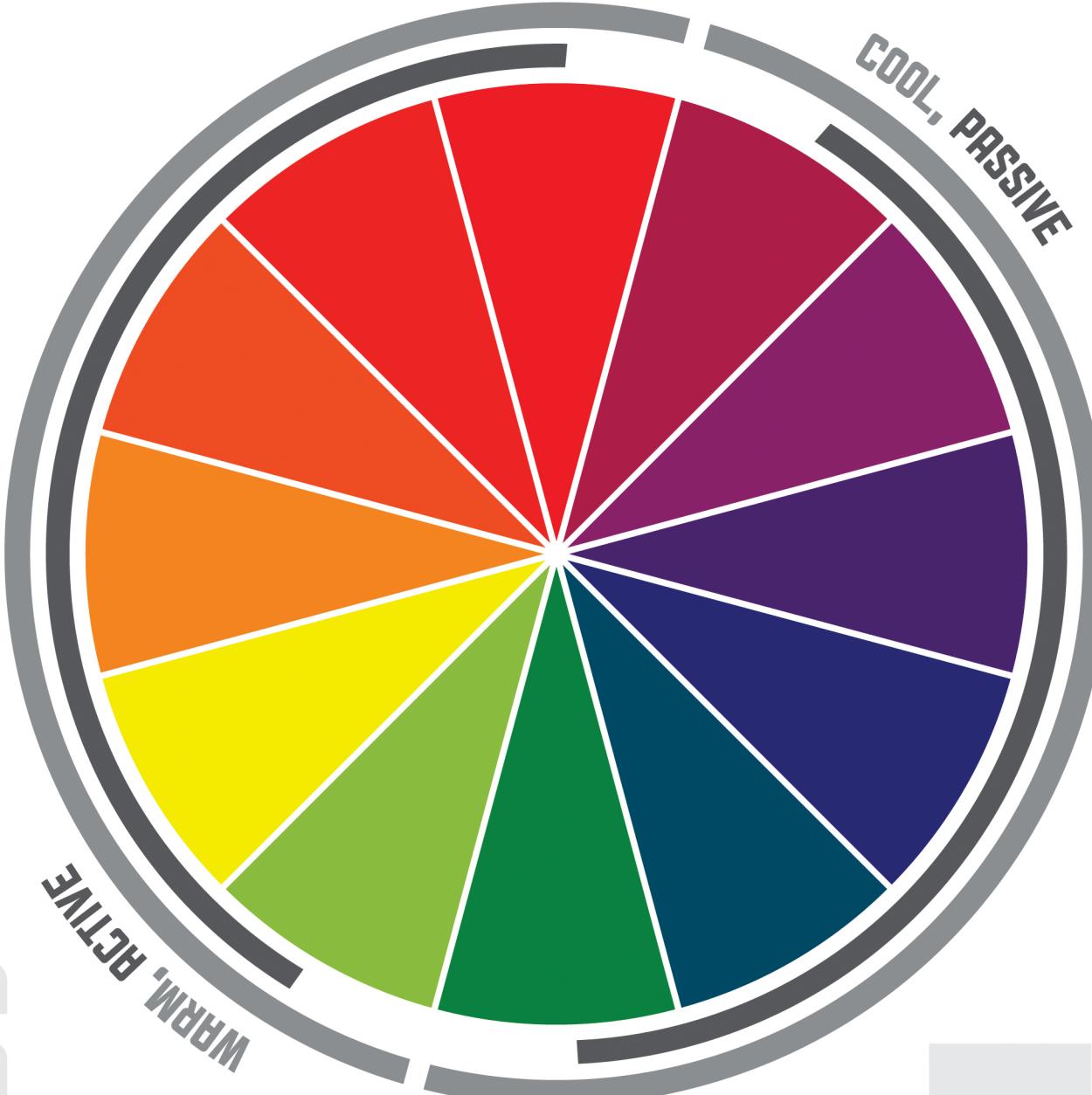
NATURE, GROWTH.  
FERTILITY, FRESHNESS, HEALING  
SAFETY, MONEY.



ROYALTY, POWER.  
NOBILITY, WEALTH, AMBITION  
DIGNIFIED, MYSTERIOUS.



SUNSHINE, JOY.  
CHEERFULNESS, INTELLECT, ENERGY  
ATTENTION-GETTER.  
WARM, STIMULATING.  
ENTHUSIASM, HAPPINESS, SUCCESS  
CREATIVE, AUTUMN.



ADDITIVE

CREATED WITH LIGHT;  
START WITH BLACK, ADD COLOR.  
RGB



COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY



SPLIT  
COMPLEMENTARY



DOUBLE  
COMPLEMENTARY



ANALOGOUS



TRIAD

TERMS

CHROMA: How pure a hue is in relation to gray

SATURATION: The degree of purity of a hue

INTENSITY: The brightness or dullness of a hue

LUMINANCE/VALUE: A measure of the amount of light reflected from a hue

SHADE: A hue produced by the addition of black

TINT: A hue produced by the addition of white