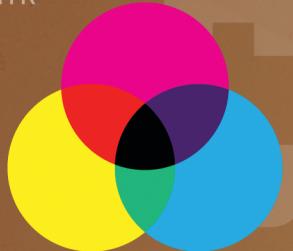


SUBTRACTIVE

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



COLOR TYPES



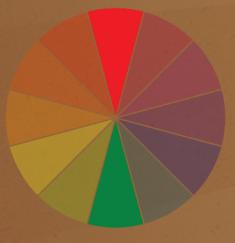
PRIMARY



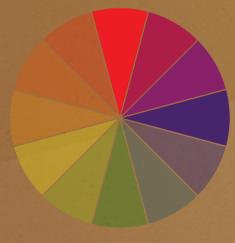
SECONDARY



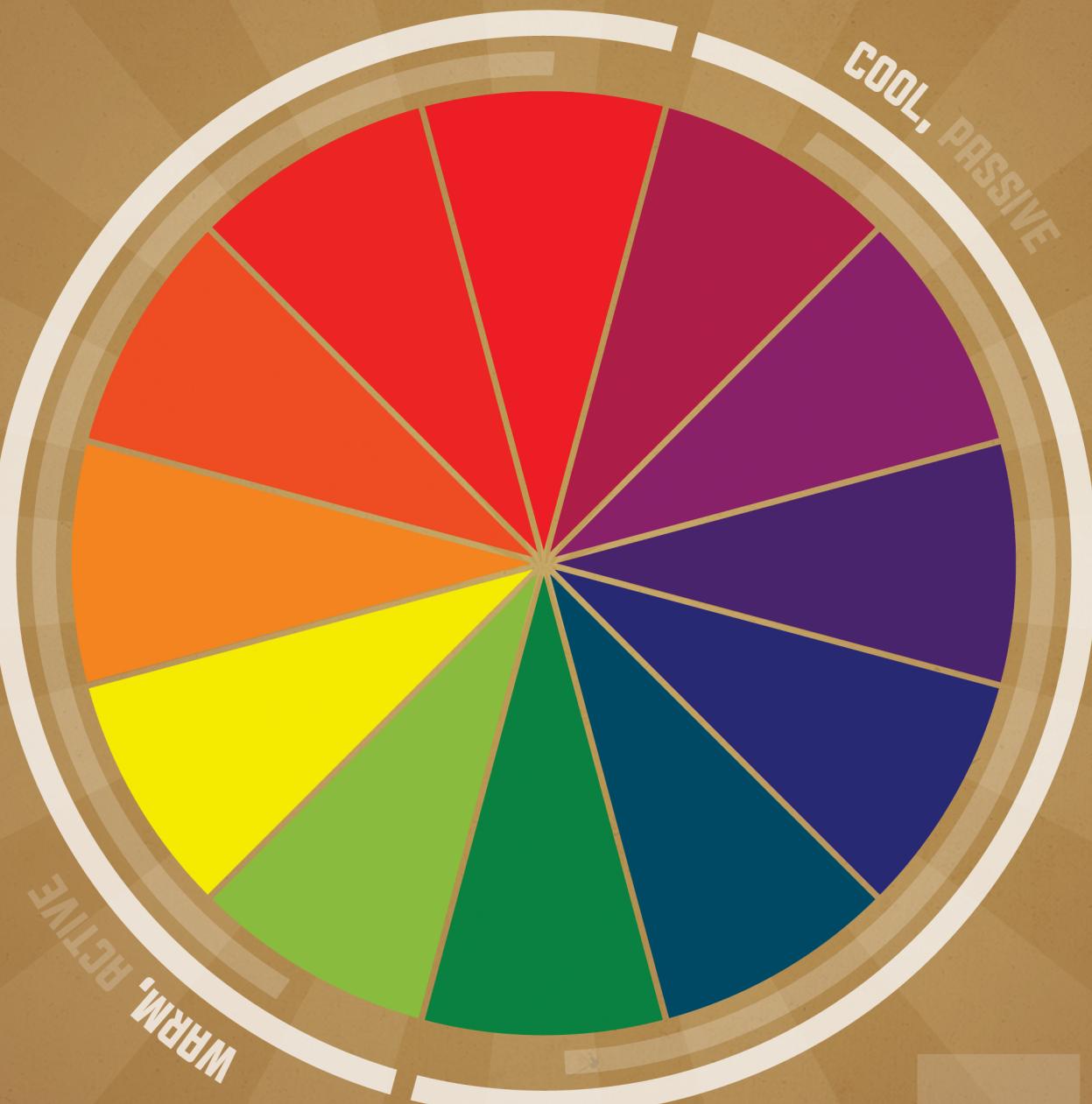
TERTIARY



COMPLEMENTARY



ANALOGOUS

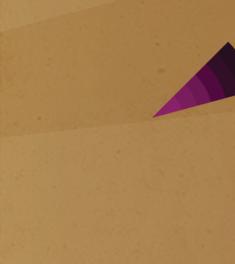


ADDITIVE

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



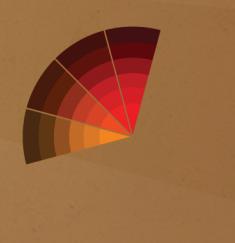
COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY

SPLIT
COMPLEMENTARYDOUBLE
COMPLEMENTARY

ANALOGOUS



TRIAD

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.



WARM, STIMULATING.
ENTHUSIASM, HAPPINESS, SUCCESS
CREATIVE, AUTUMN.

SUNSHINE, JOY.
CHEERFULNESS, INTELLECT, ENERGY
ATTENTION-GETTER.

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