

# *COLOUR THEORY*

## COLOUR WHEEL

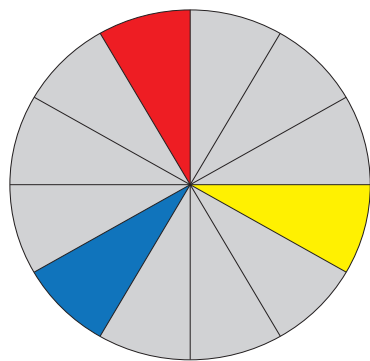
### *DESIGNING WITH COLOURS*

Colour theory has real practical value for a designer to use creative and different colours, to set the tone and mood of their designs. It's important to have an understanding, to organize, and communicate with colours. For a guide, a designer can use the colour wheel to make a powerful design.



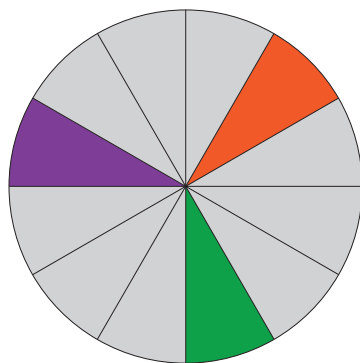
The colour wheel has the basic colours that a designer uses to see relationships between primary, secondary, and tertiary colours.

# BASIC COLOURS



## PRIMARY

The three primary colours are Yellow, Red and Blue. These three colours are primary because they cannot be made by mixing other colours.



## SECONDARY

When you mix two primary colors together 3 new colours are made:  
Yellow + Red = Orange  
Blue + Yellow = Green  
Red + Blue = Purple / Violet



## TERTIARY

This scheme uses one colour that is mixed with a secondary colour to make a tertiary colour. The name of the tertiary colour is always named with the primary colour first.

# DESCRIBING COLOURS

## HUE

A hue combines primary, secondary colours like red, green blue, yellow.



## SHADE

Mixing a hue of pure colours with only adding black, makes it darker.



## TINT

Tint is a hue colour that has white added to it to create a tint.



## TONE

Tones mix pure colours with Gray to make the intensity duller.

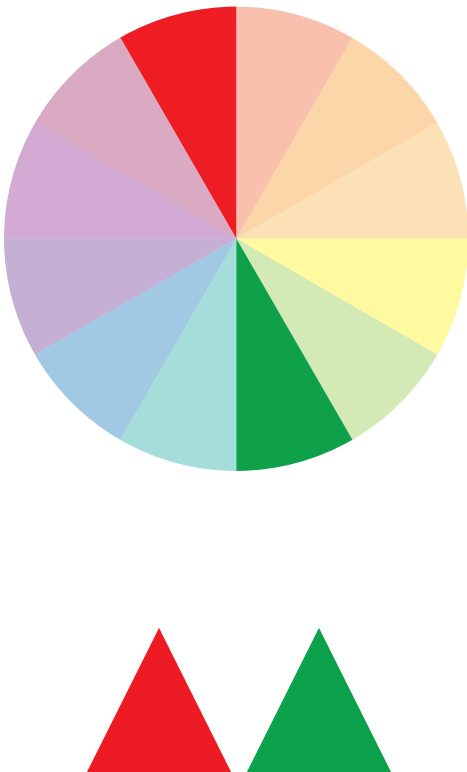


***COLOUR  
HARMONY***



***MONOCHROMATIC***

This colour scheme uses a single colour throughout the design, along with various shades, tints, and tones of that colour. This scheme may not be exciting, but is mostly elegant, and easy on the eyes, soothing.



***COMPLEMENTARY***

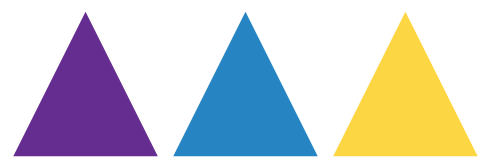
The complimentary scheme offers a visual contrast in a design, since it is made up of two colours that are opposite to each other on the colour wheel. A balanced use of complimentary colours is when one colour is dominant, and the other colour is supporting it.

**COLOUR  
HARMONY**



**ANALOGOUS**

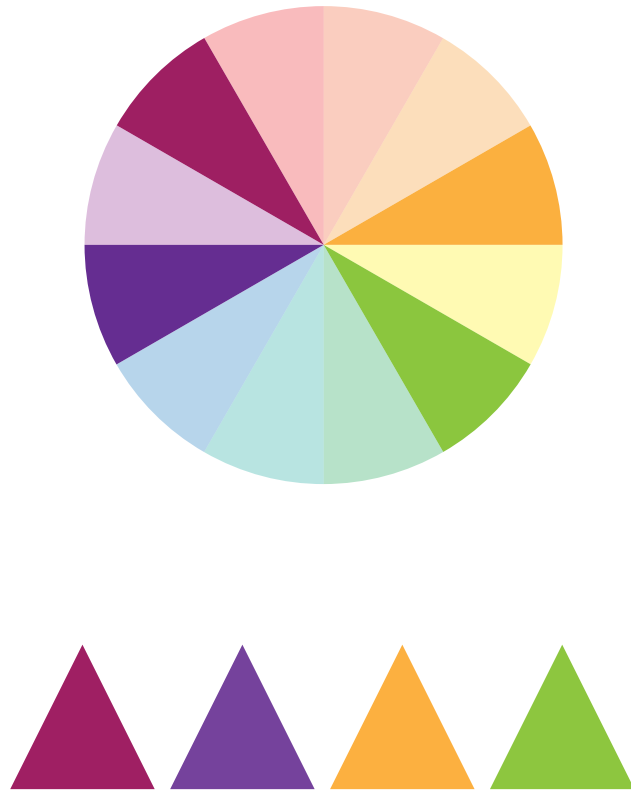
This scheme uses colours that are next to each other on the colour wheel. These are similar to mono-chromatic and should have a simple elegance and be easy on the viewers eyes, and have one colour that is dominant to the other.



**SPLIT-COMPLEMENTARY**

A colour scheme that uses two colours adjacent to its compliment. For example: Purple: with Blue and Yellow: This scheme will have good colour, but will show less tension than its complimentary scheme.

# COLOUR HARMONY



## ***TETRADIC***

The Tetradic colour scheme is 4 colours arranged in 2 complimentary pairs. This is not an easy combination to make. One colour should be the dominant colour and the other combined pair should provide balance and warmth to the design.



## ***TRIADIC***

This colour scheme uses three equally spaced colours on the colour wheel. Many designers use this because it has colour contrast and balance. It usually has one major colour, and the other two colours are supporting or complimentary schemes of the design.

**COLOUR  
PSYCHOLOGY**



**RED**  
Love, passion, power, danger, energy,  
confidence, action,



**ORANGE**  
Successful, energy, speedy, fun, activity,  
surprise, confident, youthful.



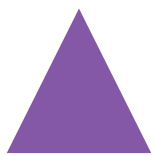
**YELLOW**  
Bright, warmth, happiness, joy, travel,  
sunshine, scared,



**GREEN**  
Fresh, organic, balance, growth,  
healthy, nature, natural.



**BLUE**  
Security, calming, peaceful, integrity,  
trust, classic, power.



**PURPLE**  
Luxury, royalty, indulgent , inspired,  
creative, wealth, spiritual.



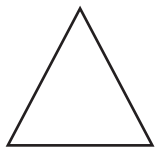
**BROWN**  
Outdoors, comfortable, friendly, warm,  
earthy, safe, sadness.



**BLACK**  
Power, elegance, luxury, classy, night,  
serious, death, mourning.



**GRAY**  
Balance, nature, calm, reliable, classic,  
dull, steady, neutral.



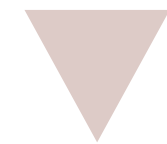
**WHITE**  
Peace, clean, easy, youthful, goodness,  
sincere, perfection.



COLOURS OF NATURE



This Hummingbird has vibrant colours.  
It's colour code is represented below:



C = 12 M =18  
Y =16 K= 00



C= 54 M =11  
Y =27 K= 00



C = 57 M =20  
Y =51 K= 03



C = 22 M =98  
Y = 99 K= 14



C = 75 M =68  
Y =67 K= 88



The beautiful scenery of Koh-Samui. It's colour code is below:



C = 67 M =38  
Y =100 K= 26



C = 74 M =00  
Y =75 K= 00



C = 80M=56  
Y =00 K= 00



C = 24 M =77  
Y =100 K= 16



C = 03 M =89  
Y =44 K= 00





Get green in your garden! It's natural.



C = 63 M =00  
Y =100 K= 00



C = 73 M =02  
Y =65 K= 00



C = 80 M =19  
Y =100 K= 16



C = 87 M =21  
Y =86 K= 06



C = 87 M =31  
Y =92 K= 21



Colour is your style!



C = 80 M =06  
Y = 69 K= 00



C = 04M=100  
Y =94 K= 00



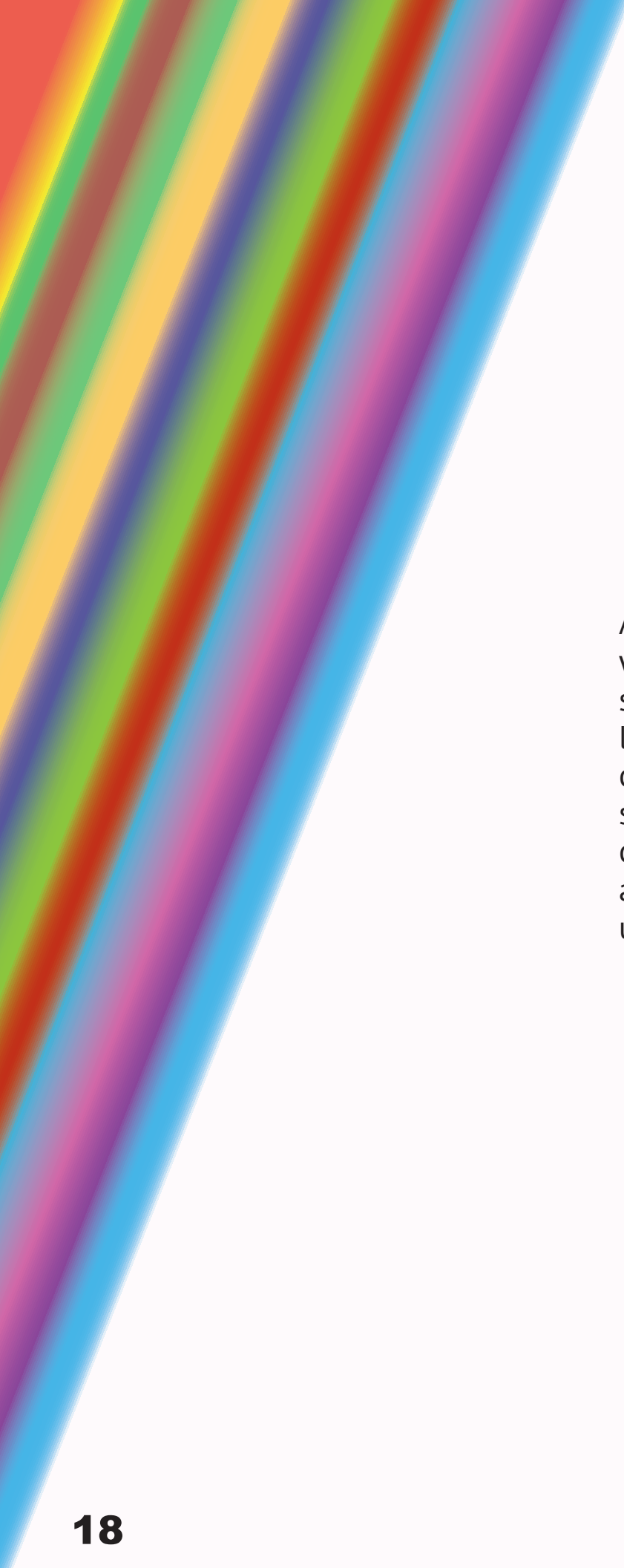
C = 72M=22  
Y =00 K= 00



C = 03 M =89  
Y =44 K= 00



C = 00 M =83  
Y =100 K= 00



Although it's nice to have fun and play with colours, a designer must understand the ideas and meanings of colours. The wrong choice of a colour can give the wrong meaning or message to a design. I hope my booklet on colours gives the viewer a basic look at how and why different colours are used in designs.