

The background is a complex, abstract composition of various colors including blue, orange, pink, and yellow, with visible brushstrokes and textures. A large, jagged black shape, resembling a stylized star or a torn piece of paper, is centered over the image. Inside this black shape, the words "Color Theory" are written in a bold, white, sans-serif font.

Color Theory

Color Wheel



When it comes to design, we understand how difficult it may be to decide which colors to use. The color wheel is a useful tool in design since it contains all of the basic colors we need to know. It can help us compare color combinations to determine which colors we want to use or avoid.

Basic Colors

PRIMARY

The primary colors are yellow, red, and blue. Because they can't be blended with other hues, they're termed primary colors.



SECONDARY

The secondary colors are orange, green, and purple. They're made by blending two primary colors together.



TERTIARY

A tertiary color is created by combining two main and secondary colors. The primary color is always named first when naming a tertiary color.



Describing Colors

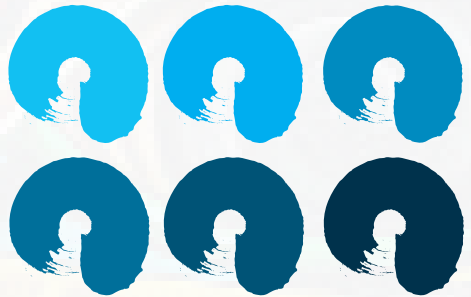
HUE

A color's name is called a hue. Hues are defined as primary, secondary, and tertiary colors.



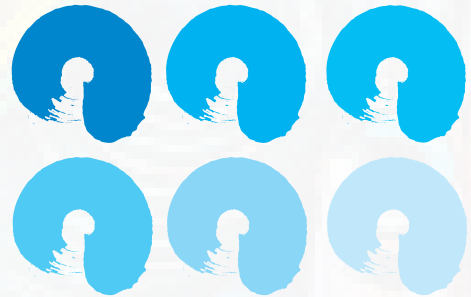
SHADE

When you mix a hue with black, you get a shade, which is a darker version. Tones and shades are two terms that are used interchangeably.



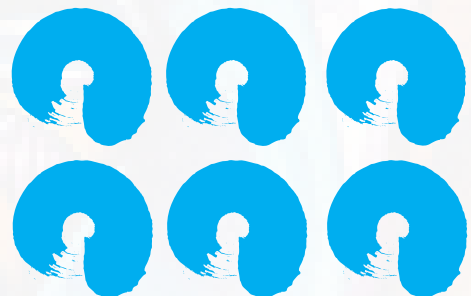
TINT

Tints are lighter shades of a color. They're made by mixing white with a color.



TONE

Tones are created by incorporating gray into a color. When you add gray to a color, it makes it much less intense.



Color Harmony

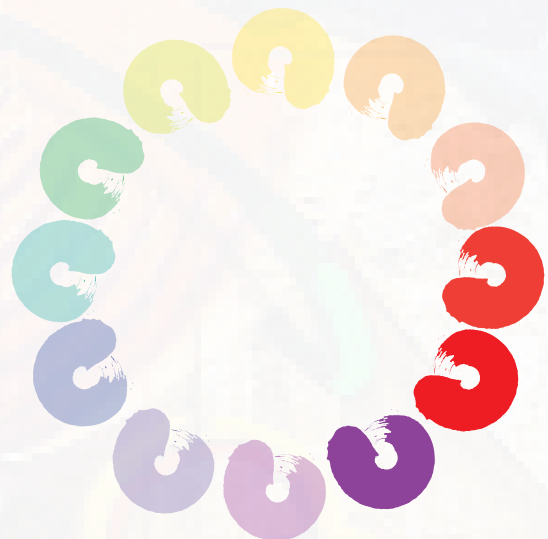


MONOCHROMATIC

Monochromatic refers to the use of only one color in a single form, or multiple shades and tints of one color in a single form.

ANALOGOUS

The (3-5) neighboring hues or colors on the color wheel that are next to each other.



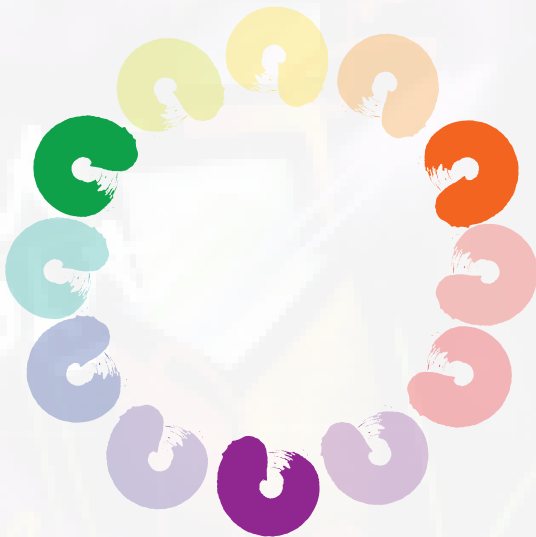
COMPLEMENTARY

Complementary colors are those on the color wheel that are opposite each other on the color wheel.

Color Harmony

SPLIT-COMPLEMENTARY

A version of the complementary color scheme is the split-complementary color. It uses the two colors adjacent to its complement in addition to the base color.

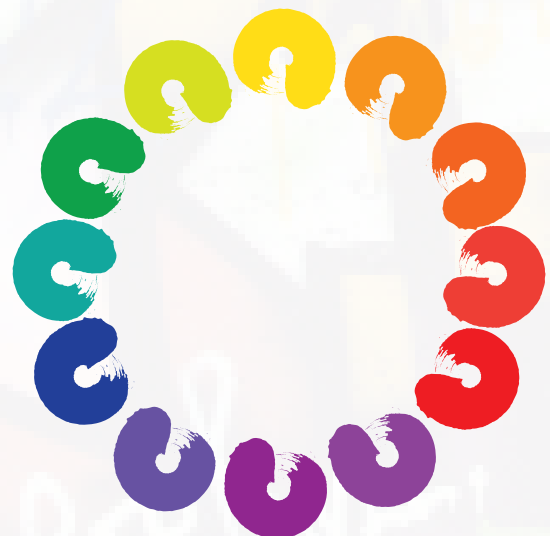


TRIADIC

Any three colors on the color wheel that are evenly spaced apart.

TETRADIC

The rectangle, also known as tetradic colors, is made up of four colors grouped in two complementary pairings.



Color Psychology

One of the most powerful tools a designer has is color. The appropriate colors might make it easier for the design to connect with the audience. Colors have the power to instantaneously set a mood, express an emotion, and motivate people to act. The following is a list of how colors impact us or make us feel, as well as their meanings.



Empowered
Passionate
Energetic



Spiritual
Creative
Inspired



Enthusiastic
Energized
Confident



Comfortable
Serious
Safe



Stimulated
Positive
Happy



Confident
Powerful
Negative



Optimistic
Refreshed
Grounded



Composed
Neutral
Steady



Peaceful
Trusting
Secure



Detached
Youthful
Hopeful

Colors around You

SELECT A PALETTE

Using a picker tool, select several colors inside of an image until you have three or more that you believe will work nicely together. Making a moodboard of images may inspire you on which colors go well together.



