

# Color Theory

# Color Wheel

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## DESIGNING WITH COLOURS

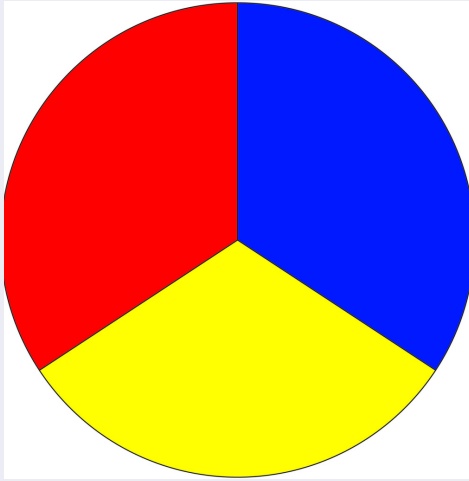
A color wheel contains three major colors: red, yellow, and blue. Three minor colors are created when primary colors are mixed: green, orange, and purple. Six third-order colors are made from primary and alternative colors, such as blue-green or red-violet.



## COLOR WHEEL

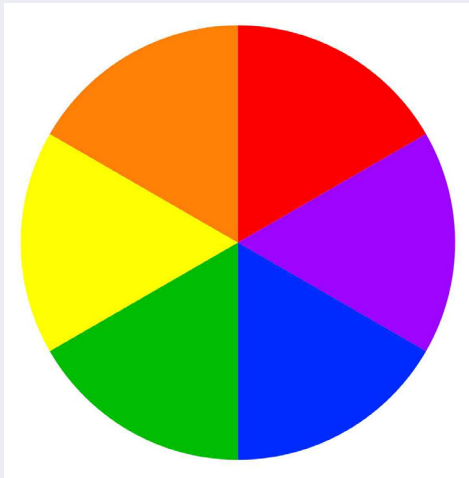
The color wheel can assist artists and designers find tuneful color amalgam found on the congruent relations pictured on the color wheel. The example of a triple color plan implies three evenly-spaced colors on the color wheel and that will give a distinct fusion.

# Basic Colours



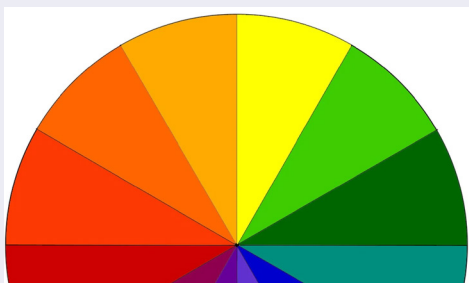
## PRIMARY

The three main colours are yellow, red, and blue. They are called primary because they can't be mongrel from the other colors.



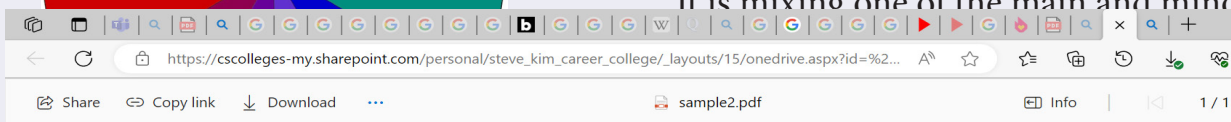
## SECONDARY

Orange, green, and purple are the minor colours. They are made by mixing two main colours.



## TERTIARY

It is mixing one of the main and minor colour make a al colour the main  
Yellow-Orange



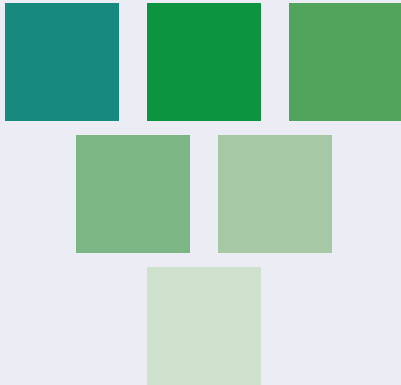
### colour harmony



# Basic Colours

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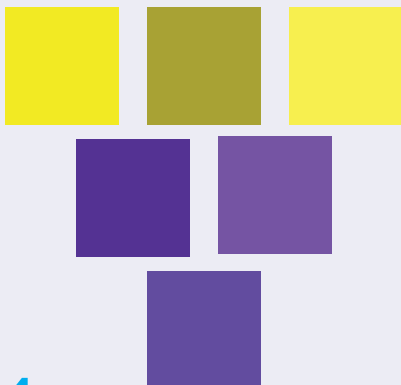
## MONOCHROMATIC

The three main colours are yellow, red, and blue. They are called primary because they can't be mongrel from the other colors.



## ANALOGOUS

The (3-5) adjacent hues or colours that are next to each other on the colour wheel



## COMPLEMENTARY

Colours that are opposite to each other on the colour wheel are considered to be complementary colours

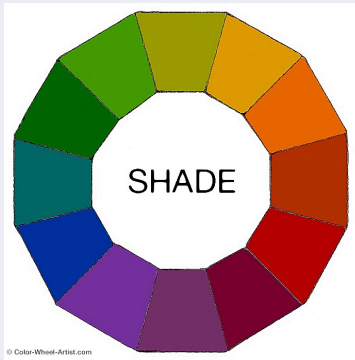
# Basic Colours

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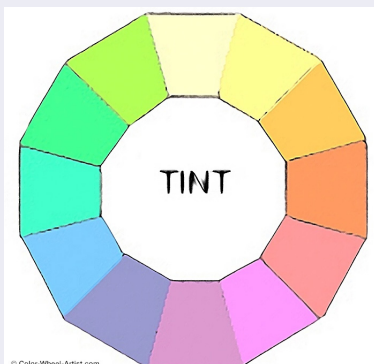
## HUE

It refers to the most influential color family. Hue mentions the early stages of the colors we can see. Primary and Secondary colors like Yellow, Orange, Red, Violet, Blue, and Green are reviewed hues; although, tertiary colors that are mixed colors where neither color is pre-pollent would also be evaluated hues.



## SHADE

It is a hue or jumble of pure colors to which only black is added. It accommodates no white or gray. Shade darkens the color, but the hue endures the same. When mixing a shade, start with the color itself then add black one flow at a time.



## TINT

It refers to any hue or mixture of solid colors to which white is added. Pastel colors are normally tinted colors. Tinted color abides the same color, but it is paler than the first.



## TONE

It advert to the lightness or darkness of colors utilized, which can help to create a point of detail or range in art. Artists use light and dark colors to project a character or an sentiment.

# Colour Psychology

## HOW COLOURS MAKE US FEEL AND THEIR SYMBOLISM

Colour is one of the most powerful tools a designer can use. Choosing the right colours can help the design connect the message to the audience easily. Colours can instantly set a mood, convey an emotion and inspire people to take action. Below is a list of how colours affect us or make us feel and their symbolisms



### RED

EMPOWERED  
PASSIONATE  
ENERGETIC  
ALERT  
LOVE  
STRENGTH  
DANGER  
HEAT



### ORANGE

ENTHUSIASTIC  
ENERGIZED  
CONFIDENT  
SOCIAL  
CREATIVITY  
PLAYFULNESS  
COURAGE  
YOUTH



### YELLOW

HAPPY  
POSITIVE  
STIMULATED  
WARM  
WISDOM  
CLARITY  
COWARDICE  
CURIOSITY



### GREEN

OPTIMISTIC  
REFRESHED  
TRANQUIL  
GROUNDED  
JEALOUSY  
NAIVETE  
FERTILITY  
LUCK



### BLUE

SECURE  
PURPOSEFUL  
PEACEFUL  
TRUSTING  
CONFIDENCE  
CONTROL  
POWER  
SUCCESS



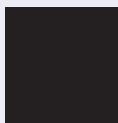
### PURPLE

CREATIVE  
INSPIRED  
SPIRITUAL  
INDULGENT  
WISDOM  
MYSTICISM  
WEALTH  
ROYALTY



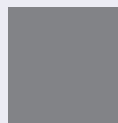
### BROWN

SAFE  
RESILIENT  
SERIOUS  
COMFORTABLE  
NATURE  
MASCULINITY  
SADNESS  
SADNESS



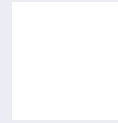
### BROWN

NEGATIVE  
POWERFUL  
SELFCONFIDENT  
MISTERY  
AUTHORITY  
MOURNING  
EXCLUSIVITY



### GRAY

REFLECTIVE  
NEUTRAL  
COMPOSED  
STEADY  
INTELLIGENCE  
CONFORMITY  
OLD AGE  
BALANCE



### WHITE

HOPEFUL  
DETACHED  
YOUTHFUL  
REJUVINATED  
PURITY  
PERFECTION  
STERILITY  
SINCERITY

# Colour Harmony

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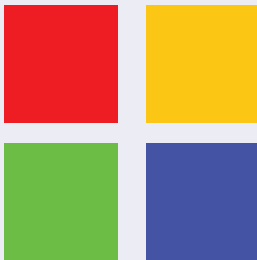
## SPLIT-COMPLEMENTARY

The split-complementary colour is a variation of the complementary colour scheme. In addition to the base colour, it uses the two colours adjacent to its comple-



## TRIADIC

Any three colours that are equally spaced apart on the colour wheel. (examples are green, orange, and purple)



## TETRADIC

The rectangle or tetradic colours uses four colours that are arranged into two complementary pairs