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THEORY



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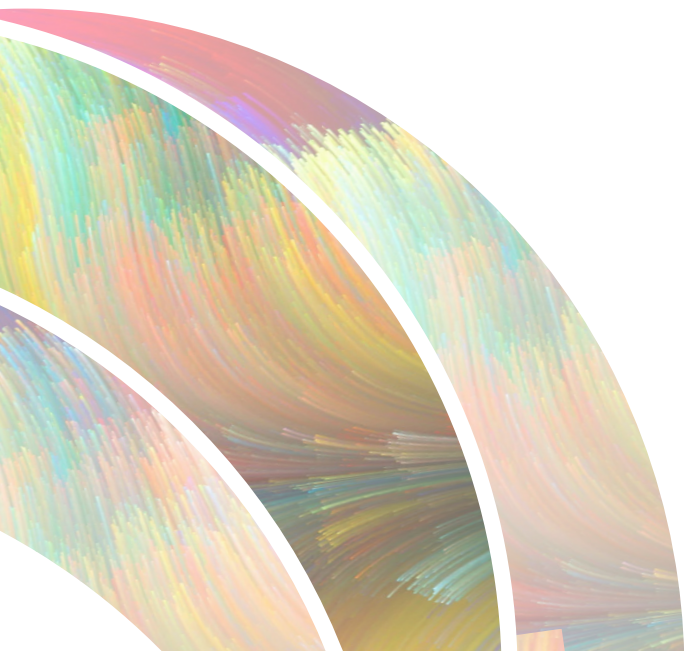
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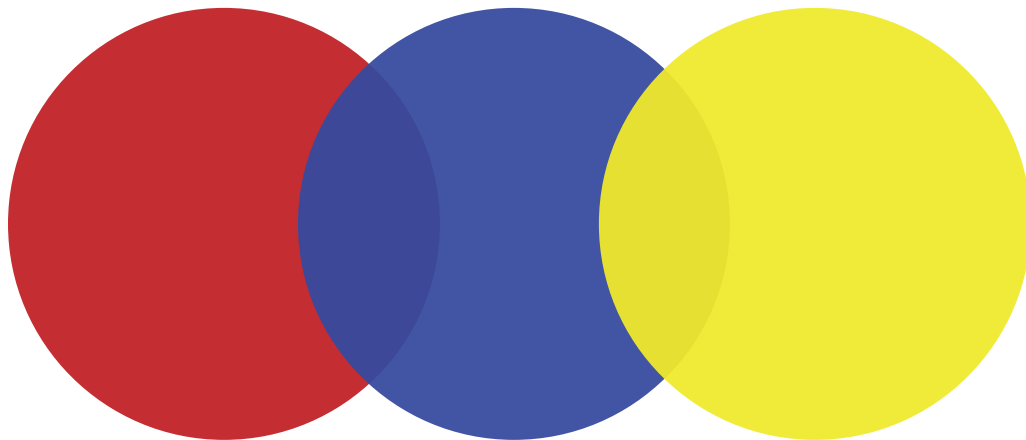


# Primary Colours

Red, yellow and blue are the primary colors. Primary colors form the basis for all other shades.

Humans perceive three base colors: magenta, cyan, and yellow.

Every other color we see consists of a combination of these three colours in varying amounts, brightnesses, tints, and shades.

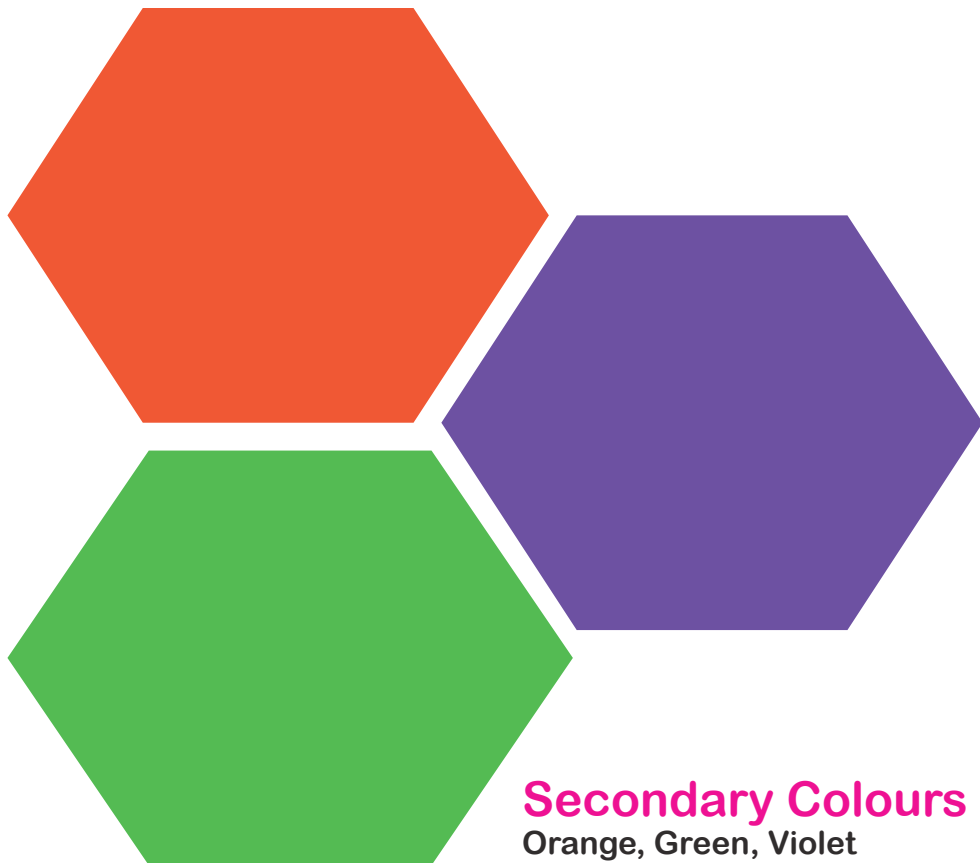


**Three Colors**

Red, Blue, Yellow

# Secondary Colours

Secondary colours are made by mixing two primary colours from the colour wheel. The results are centred between the colours which are **orange**, **green** and **violet**. Secondary colours highlight and compliment the primary colour or colours. They usually have a range of 1-6 colors. Companies can decide to have a multiple of secondary colours but some suggest to limit the colour palette as it helps with recognition and consistency.



**Secondary Colours**  
Orange, Green, Violet

# Saturation

Colour saturation refers to the intensity of colour in an image. As the saturation increases, the colours appear to be more pure. As the saturation decreases, the colours appear to be more washed-out or pale. A highly saturated image has vivid, rich and bright colors, while an image with a low saturation will be more towards a scale of grey. In most monitor devices, televisions and graphic editing programs there's an option to increase or decrease saturation.



**Saturated colour going  
from light to dark**

used the colour violet

# Brightness Effects & Colours

Colour and brightness effects can be used effectively for many purposes. It can be used to identify a door opening, to draw attention to signage and to define a route of travel. It can also be used for orientation. For example, a building designer may opt to use different colours for different sections or floors in a building. However, consistency and simplicity are also important. Providing colour and brightness contrast at every turn or change in architectural detail can be confusing.



**Bad  
example!**



**Good  
example**

**Showing how brightness of a colour  
can effect the text on the sinage**

used green, red, blue and yellow for the effects

# Lightness

Colour, contrast, and lightness are the most central and critical concepts to creating accessible web content with colour. Lightness is particularly important, however, because understanding what it is and how it is employed enables accessibility for those who are colour-blind, as well as those who can perceive colour.



**Showing lightness of a colour can help some viewer's that are colour blind**

used green for light colour with dark blue for signage