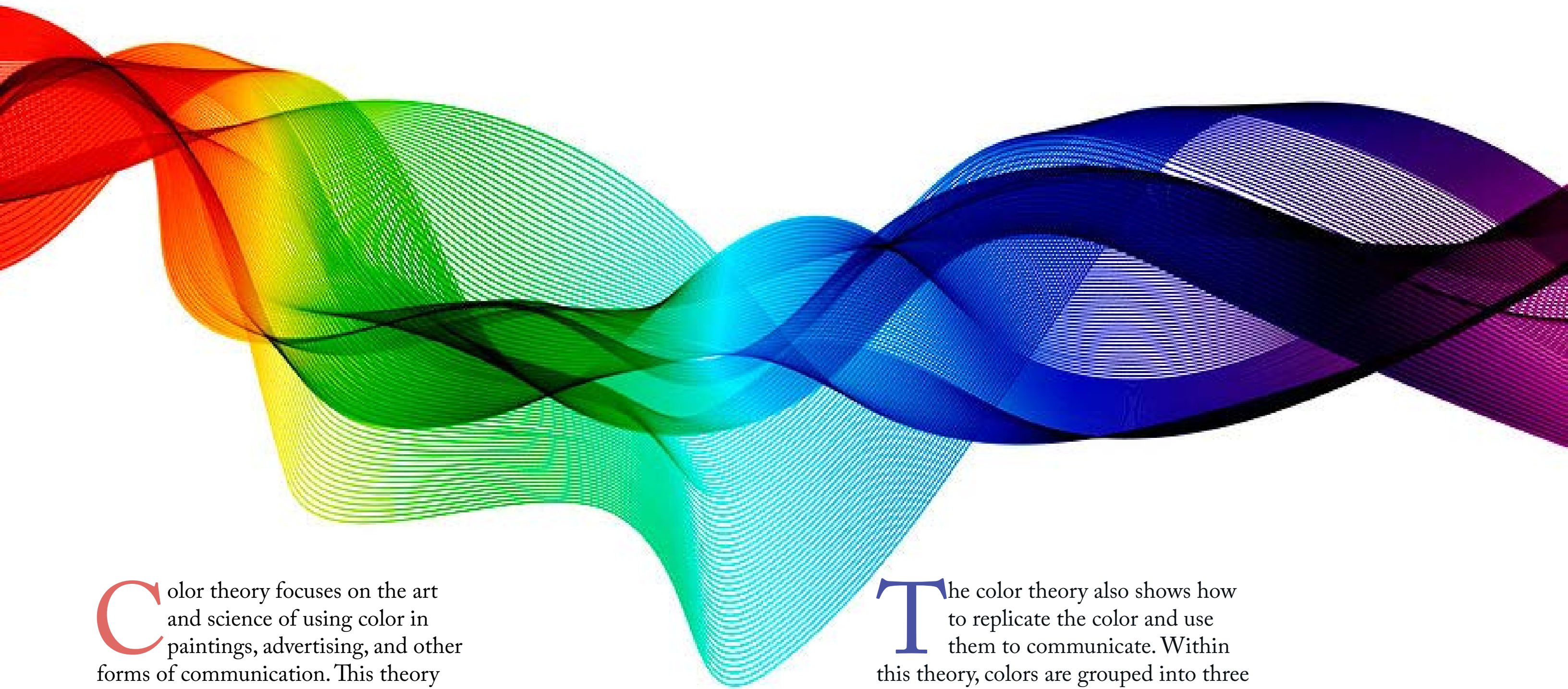


COLOR DESIGN





Color theory focuses on the art and science of using color in paintings, advertising, and other forms of communication. This theory explains how colors can mix, match, and contrast with each other. It also focuses on how humans perceive color.

The color theory also shows how to replicate the color and use them to communicate. Within this theory, colors are grouped into three different categories: primary, secondary, and tertiary. When you understand color theory, you can build your business and brand. Here are a few fundamentals to help understand color theory.

Color is more than a few pretty shades. When our eyes look at a specific color, data is sent to the brain to identify that color. Color reflects light in different combinations of wavelengths. Our brains are programmed to pick up on those combinations and translate them into what is known as color.



SATURATION

Saturation refers to the intensity of a color. There are different terms used to describe saturation. Sometimes designers describe a color as being dull or pale. These designers are referring to color that has a decreased saturation. On the other side, you'll hear some colors described as bold or vibrant and this refers to more saturated colors. Altering color saturation can influence the personality of your design.





VALUE

Color value is the amount of lightness (white) or darkness (black) in a color. In other words, whether the color is closer to white or black in the spectrum of light. Sometimes, the use of a single color with different values can create a controlled and attractive color palette for a homogeneous and refined look

TEMPERATURE

Color temperature is the warmth or coolness of a color or a combination of tones. Warm colors are generally red, orange, or yellow and they're associated with energy, brightness, and action. Cool colors include blue, green, or purple and they're often identified with calm, peace, and serenity. When you recognize that color has a temperature, you can understand how choosing all warm or all cool colors in a logo or on your design can impact your message.

ANALOGOUS

Analogous colors are three colors next to each other on the color wheel, composed of one dominant color (usually a primary or secondary color), then a supporting color (a secondary or tertiary color), and a third color that is either a mix of the two first colors, or an accent color that pops.



Complementary Harmony, Elham



Monochromatic

So, how do we combine these colors in a way that looks pleasing? There are a few techniques based on color harmony using the color wheel as a base. The most basic one is monochromatic. This creates a color palette by using only one color and adjusting its color values.



Monochromatic Harmony, Elham

COMPLEMENTARY

A complementary color scheme is created by using two colors opposite each other on the color wheel. This type of palette attracts the most attention because of its bold contrast, but that also makes it the most difficult to find a harmonious balance. One way to achieve good balance when using complementary colors is to identify two opposite colors (as shown in the image below) and then create the rest of your palette by creating slightly darker or lighter versions of those same colors.



Complementary Harmony, Elham



Color pencil, Complementary image



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