

Color Theory

Lesson 3

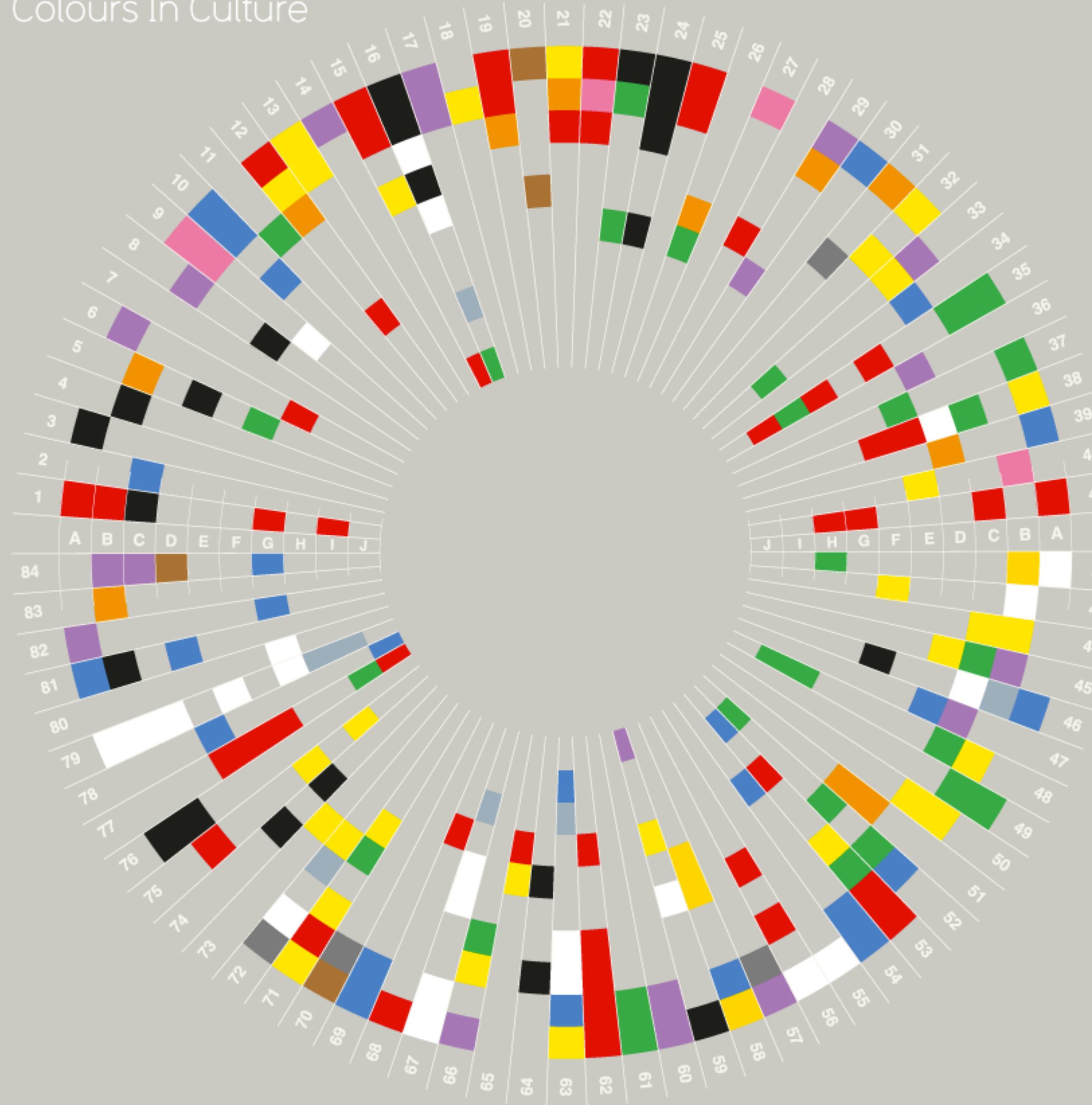
Shape Video

If one says “Red” (the name of a color)
and there are 50 people listening,
it can be expected that there will be 50 reds in their minds.
And one can be sure that all these reds will be very different

Albers’ Interaction of Color

Color & Culture

Colours In Culture



A Western / American
 B Japanese
 C Hindu
 D Native American
 E Chinese
 F Asian
 G Eastern European
 H Muslim
 I African
 J South American

1 Anger
 2 Art / Creativity
 3 Authority
 4 Bad Luck
 5 Balance
 6 Beauty
 7 Calm
 8 Celebration
 9 Children
 10 Cold
 11 Compassion
 12 Courage
 13 Cowardice
 14 Cruelty
 15 Danger
 16 Death
 17 Decadence
 18 Deceit
 19 Desire
 20 Earthy
 21 Energy
 22 Erotic
 23 Eternity
 24 Evil
 25 Excitement
 26 Family
 27 Femininity
 28 Fertility
 29 Flamboyance
 30 Freedom
 31 Friendly
 32 Fun
 33 God
 34 Gods
 35 Good Luck
 36 Gratitude

37 Growth
 38 Happiness
 39 Healing
 40 Healthy
 41 Heat
 42 Heaven
 43 Holiness
 44 Illness
 45 Insight
 46 Intelligence
 47 Intuition
 48 Religion
 49 Jealousy
 50 Joy
 51 Learning
 52 Life
 53 Love
 54 Loyalty
 55 Luxury
 56 Marriage
 57 Modesty
 58 Money
 59 Mourning
 60 Mystery
 61 Nature
 62 Passion
 63 Peace
 64 Penance
 65 Power
 66 Personal power
 67 Purity
 68 Radicalism
 69 Rational
 70 Reliable
 71 Repels Evil
 72 Respect
 73 Royalty
 74 Self-cultivation
 75 Strength
 76 Style
 77 Success
 78 Trouble
 79 Truce
 80 Trust
 81 Unhappiness
 82 Virtue
 83 Warmth
 84 Wisdom

Yellow
 Gold
 Grey
 Silver



Color & Branding

COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM





Google

YAHOO!

The Google logo, consisting of the word "Google" in its signature multi-colored font. The letters are blue, red, yellow, and green.The Yahoo! logo, consisting of the word "YAHOO!" in a large, bold, purple serif font.





The Coca-Cola logo, featuring the brand name in its signature script font. The letters are primarily white, with the 'C' and 'O' accented in red, and the 'a' and 'l' accented in blue.The Pepsi logo, which consists of a circular emblem divided into four quadrants by a diagonal line, with alternating red and white colors. To the right of the emblem, the word "pepsi." is written in a lowercase, sans-serif font.

The Coca-Cola logo, featuring the brand name in its signature script font. The letters are primarily white, with the 'C' in 'Coca' and the 'C' in 'Cola' accented with a red color.The Pepsi logo, which consists of a circular emblem divided horizontally, with red on top and blue on the bottom. To the right of the emblem, the word "pepsi." is written in a lowercase, sans-serif font.

Color & Marketing



The Hues

Red



Orange



Yellow

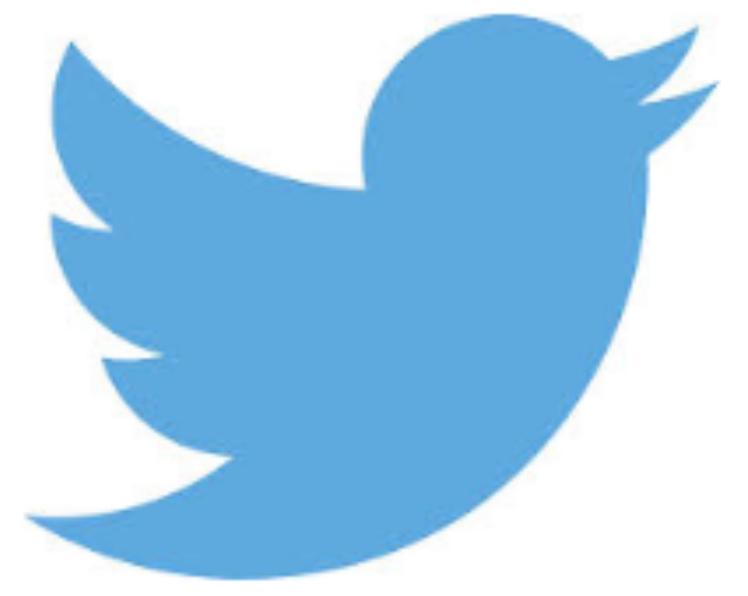


Green



ANIMAL
PLANET™

Blue



Violet



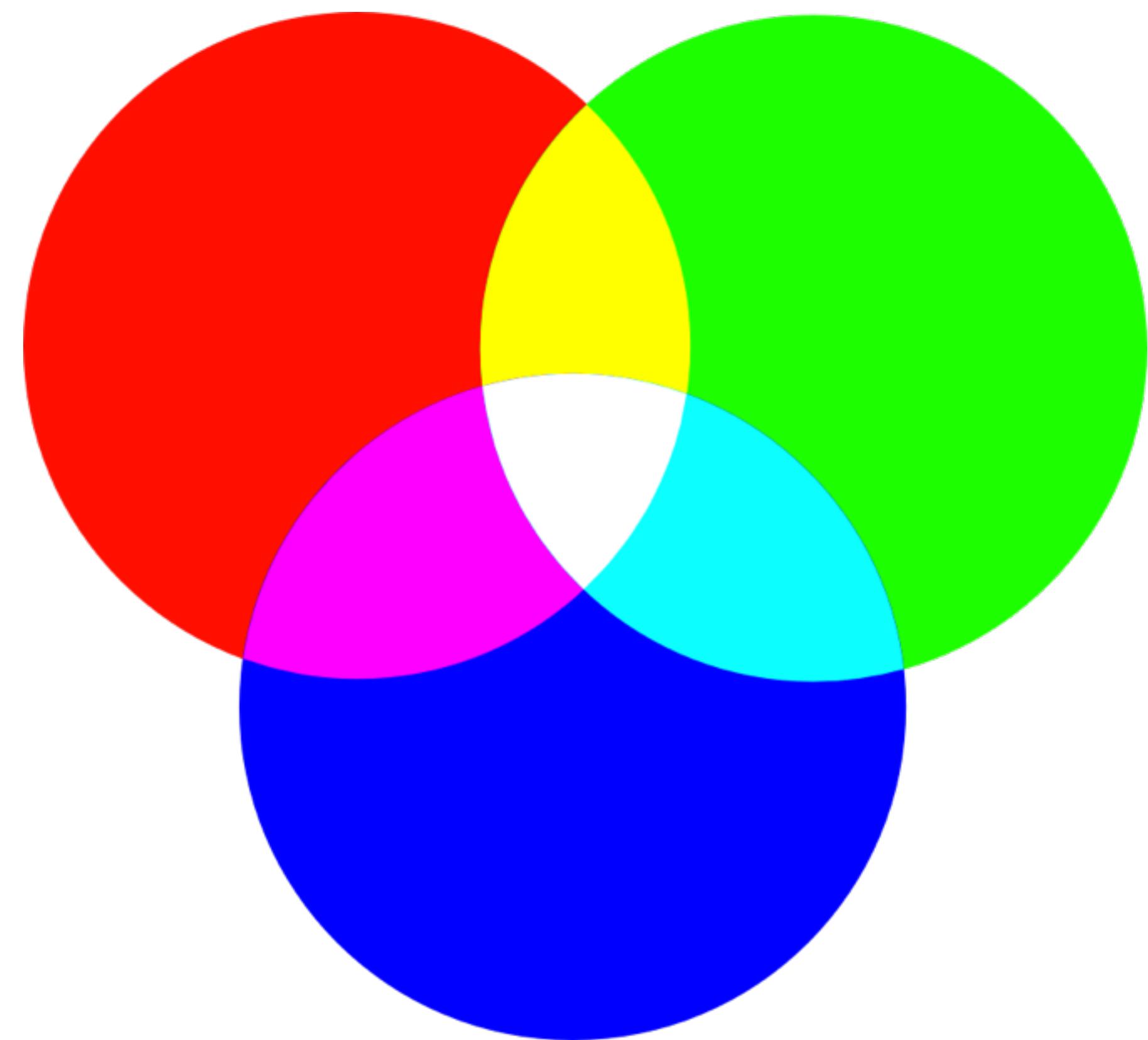
Gray/Black



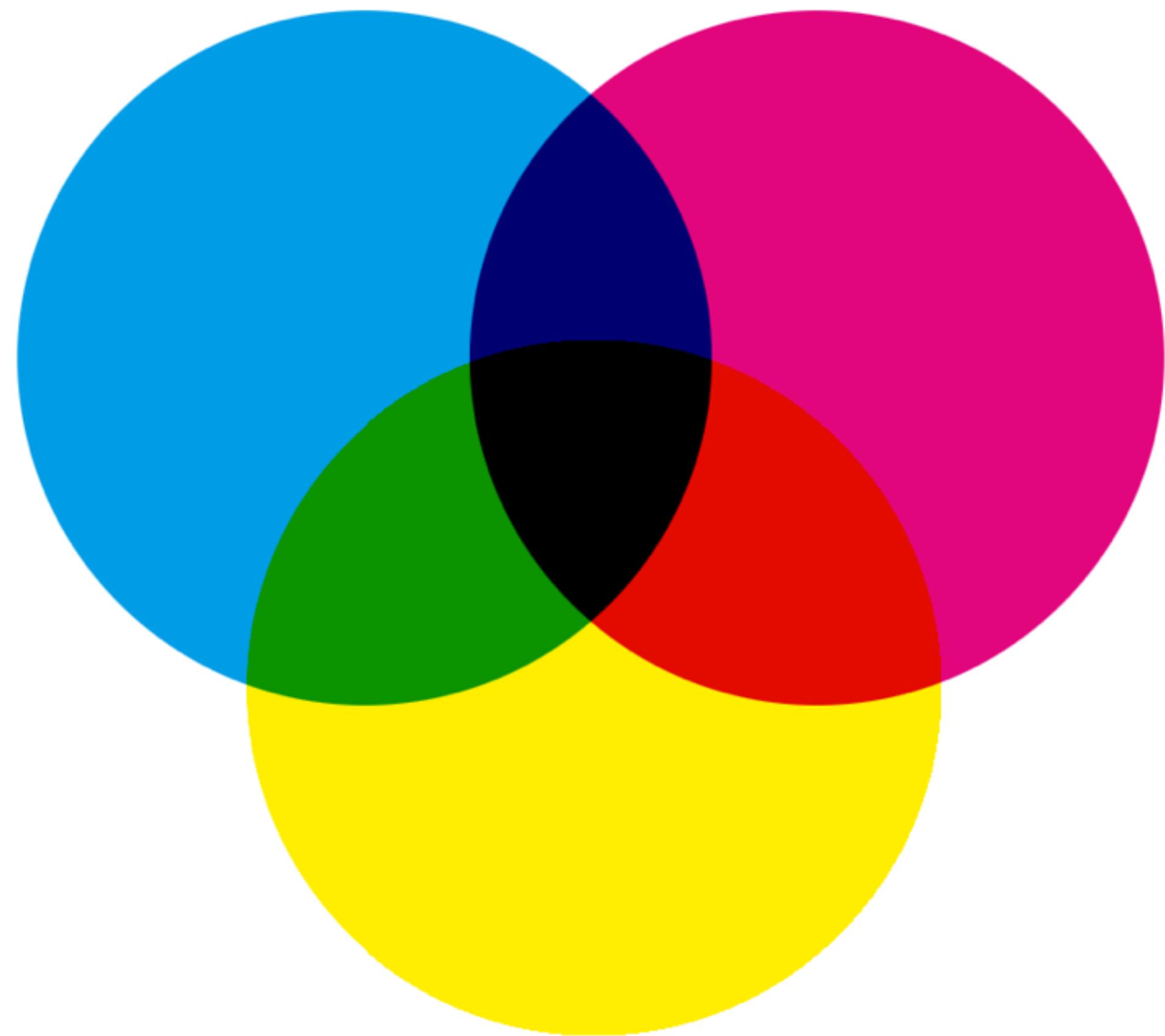
White

Color Modes

RGB



CMYK



Color Terminology

Color Wheel



Primary



Secondary



Tertiary



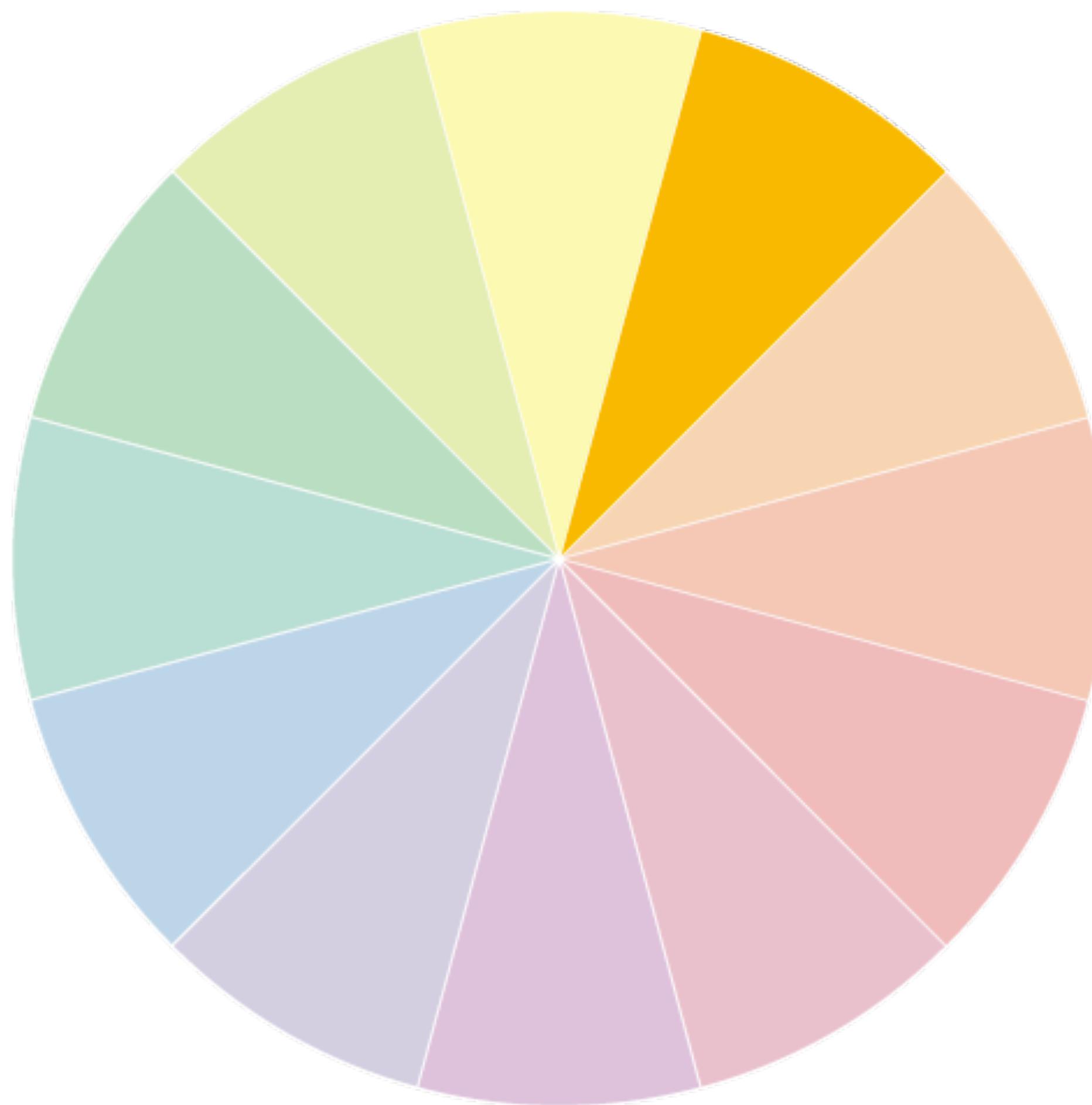
TINTS



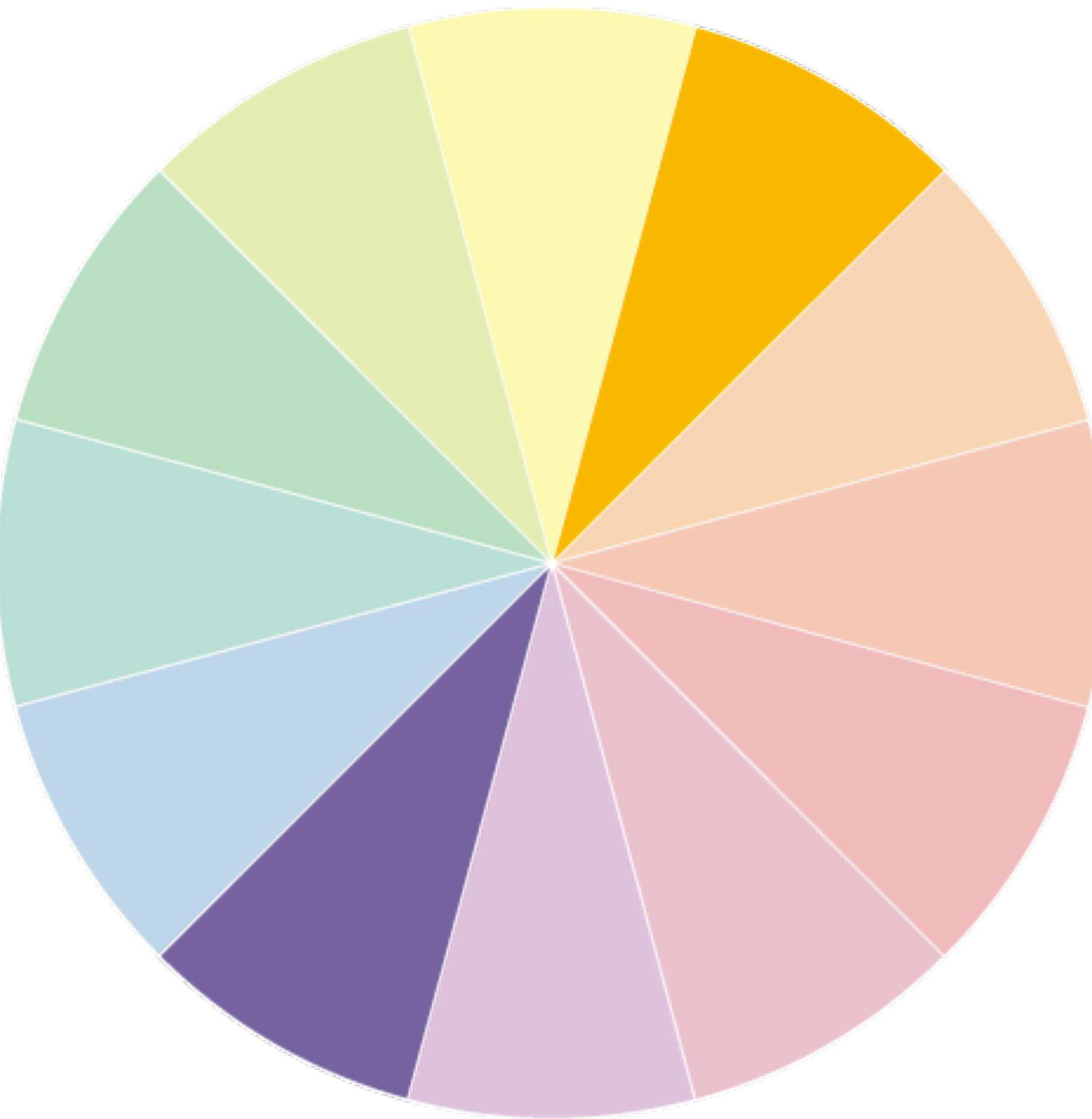
SHADES

Color Relationships

Monochromatic



Complementary



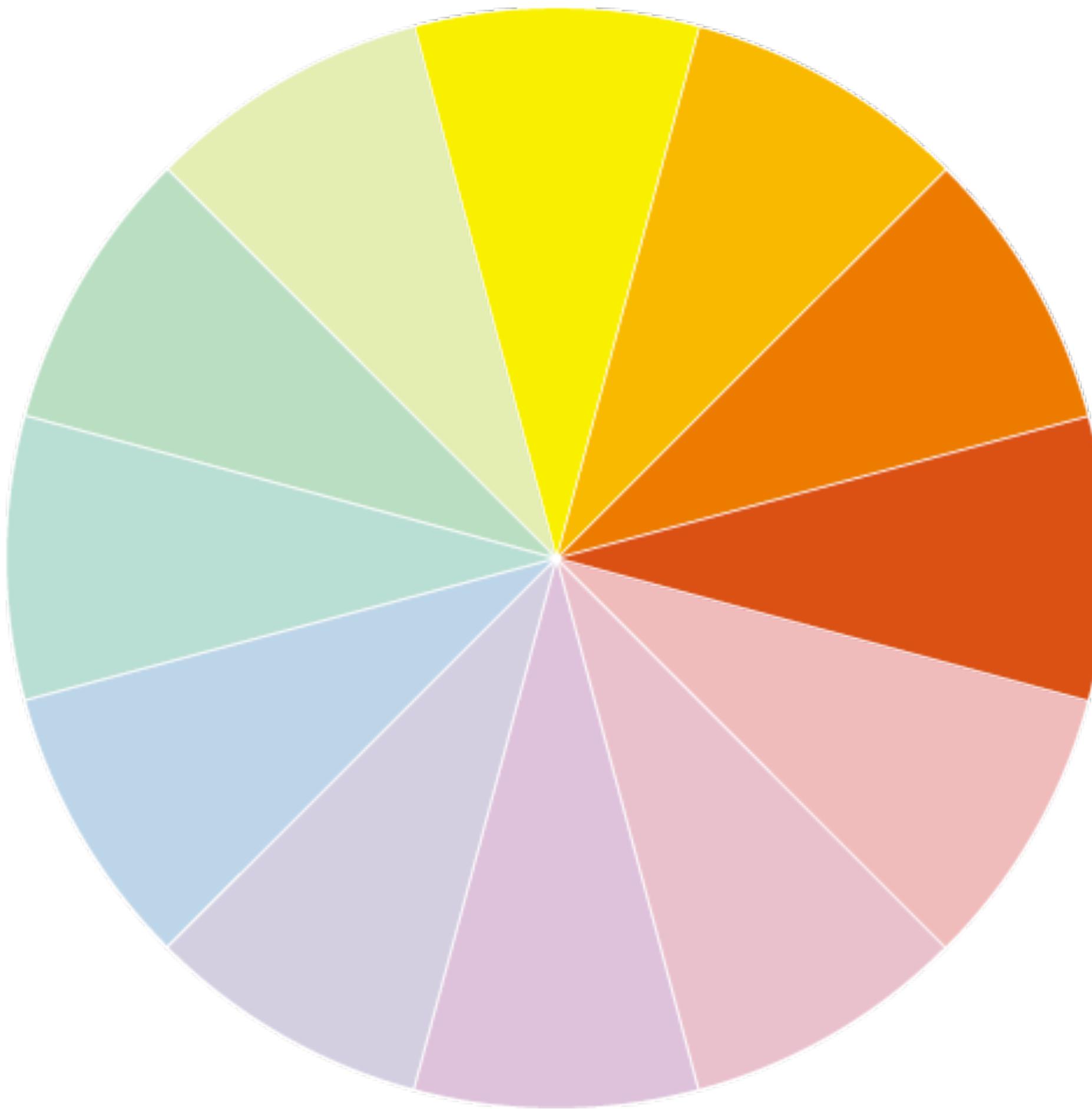
Split Complementary



Double Complementary



Analogous



Triad



Illustrator Workshop

Activity: Color + Emotion

Convey the emotion in a monochromatic color space using geometric shapes, lines, and points.