

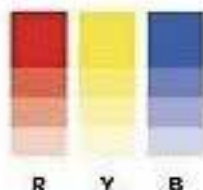
COLOR THEORY

QUICK REFERENCE FOR ARTISTS & DESIGNERS

COLOR SYSTEMS

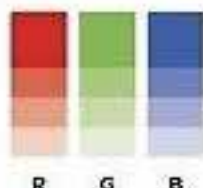
RYB | Subtractive

for Painting/Artists/Designers



RGB | Additive

for Screen/Web Design



CMYK | Subtractive

for Printing/Inks/Dyes



COLOR WHEEL



COLOR MEANINGS

Passionate, Active, Exciting, Bold, Power	Money, Growth, Fresh, Nature, Healing
Royalty, Ambition, Dignified, Wealth	Sunshine, Happiness, Energetic, Intellect
Tranquility, Depth, Trust, Peace, Stability	Warm, Stimulating, Enthusiastic, Creative

COLOR TERMS

	HUE - The colors of the visual spectrum.
	CHROMA - The purity of a hue.
	SATURATION - How strong or weak a hue is.
	VALUE - Refers to how light or dark a hue is.
	SHADE - Hue made darker by adding black.
	TONE - Hue made duller by adding gray.
	TINT - Hue made lighter by adding white.

COLOR RELATIONSHIPS

