

YASSER A.RAHMAN

A BEGINNER'S GUIDE TO

# Color Palette Selection



# HCL Model

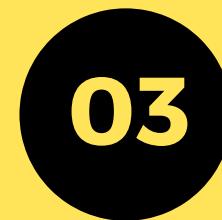
A 3 DIMENSIONS MODEL TO DEFINE THE COLOR SPACE



**HUE**



**CHROMA**



**LUMINANCE**

Defines the color

Defines the intensity  
of the color

Defines the  
brightness of the  
color



# Hue

The complete spectrum of colors from red to the violet



# **Chroma**

**The complete scale of color intensity for a single color from the very pale to the very vivid color intensity.**



# **Luminance**

**The complete scale of color brightness for a single color from the very dark to the very bright.**

# COLORSPACE: HUE-CHROMA-LUMINANCE

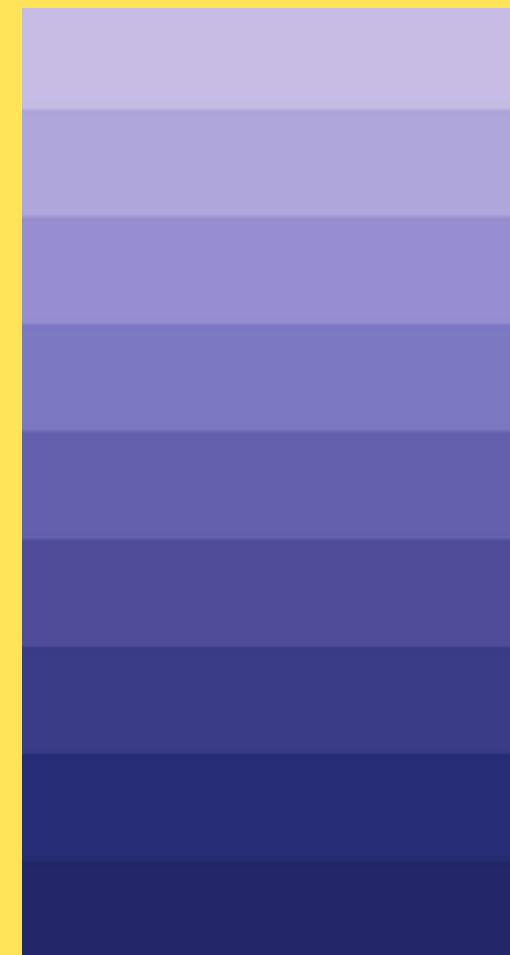
Hue



Chroma



Luminance



# Types of Color Scales



**QUALITATIVE**



**SEQUENTIAL**



**DIVERGING**

Used to distinguish  
unordered  
categories.

Used to show  
ordering.

Show above or below  
a midpoint.



# Qualitative Color Scale

**Purpose:**

Distinguish unordered categories.

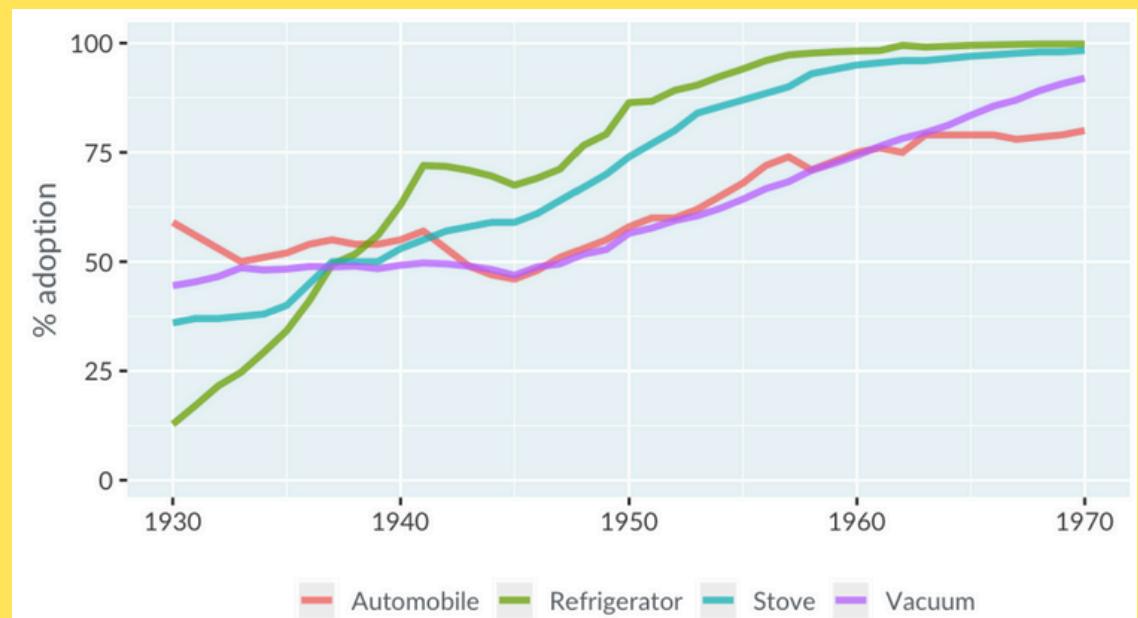
**What to vary:**

Hue. Each category would be assigned to a specific hue.





# Qualitative Color Scale - Example





# Sequential Color Scale

**Purpose:**

Showing ordering.

**What to vary:**

Chroma or Luminance.





# Sequential Color Scale - Example

New Revenue

				27K	56.5K
	Kent	44.7K	45K	51.2K	56.5K
	Lincoln	52.8K	36.5K	44.2K	45.3K
	Mersey	43.5K	41K	39.7K	41.2K
	York	38.8K	34.1K	27K	48.9K
		2020 Q1	2020 Q2	2020 Q3	2020 Q4



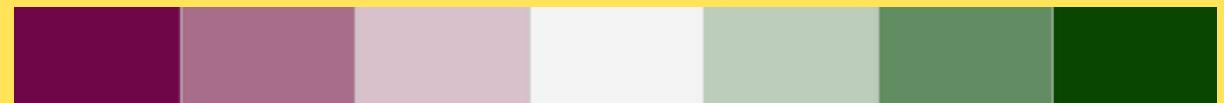
# Diverging Color Scale

## Purpose:

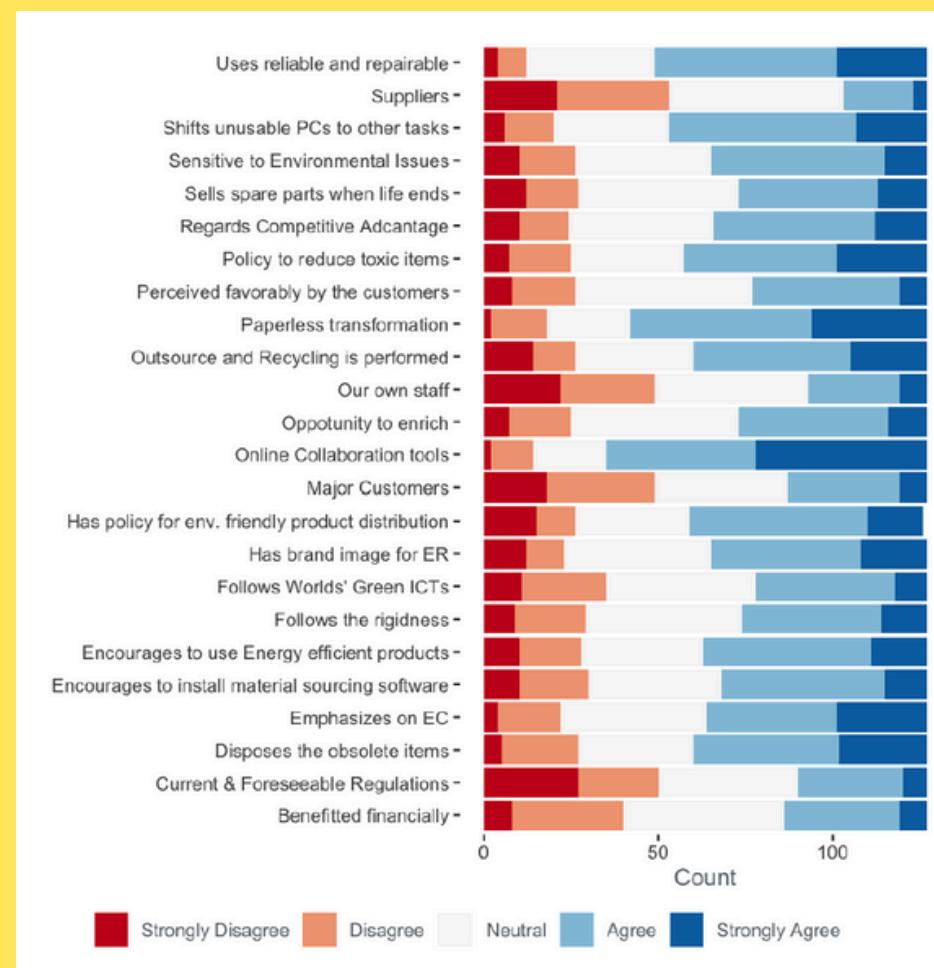
Shows values above or below the midpoint.

## What to vary:

Chroma or Luminance, with two hues.



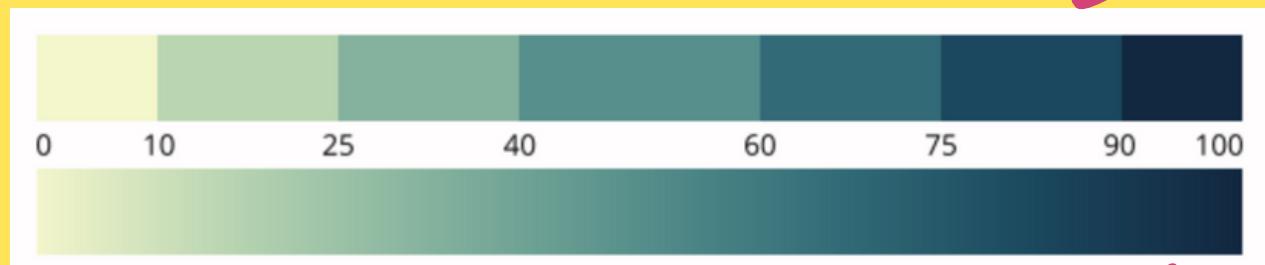
# Diverging Color Scale - Example





# Continuous vs. Discrete Palette

Used to color-code a discrete variable.



Used to color-code a continuous variable

A vibrant, abstract background featuring swirling patterns of blue, green, red, yellow, and purple. The colors are bright and saturated, creating a dynamic and fluid visual effect.

# Wrap -up

- There are 3 types of color scales:
  - Qualitative: varying hues.
  - Sequential: varying chroma or luminance.
  - Diverging: varying chroma or luminance but with two hues.



**EMAIL**  
**yasser.rahaman72@  
gmail.com**



[www.linkedin.com/in/yasser  
abdelrahman/](https://www.linkedin.com/in/yasser-abdelrahman/)