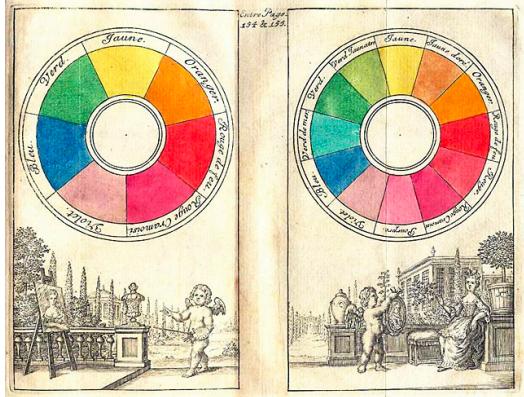


Can you imagine life without color!? We have relationships with color. Before language, we had pictures. We communicate through imagery.

- Can you imagine being limited to making color only by what was around you? Salts, bugs, plants ... influenced the colors of cultures around the world.
- Our medium of communication is digital - HUGE dramatic change. In the 1980s the Personal Computer came along; and in 1989, Photoshop was born! Now we can make any color we want, layer it, light it however we thing.
- We associate colors with particular

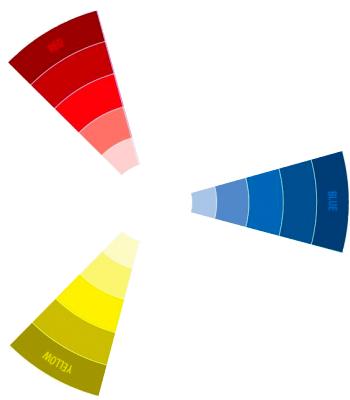


- Color is defined by its relationship to other colors.
- Sir Isaac Newton created the first color wheel 1666 to demonstrate that light alone was responsible for our perception of color. It's a graph to make clear how colors are related - an organization tool **only** as a framework for thinking about colors. It is not the end-all, to be all.
- More on Newton: <https://www.the-scientist.com/?articles.view/articleNo/48584/title/Newton-s-Color-Theory-->

Updated version



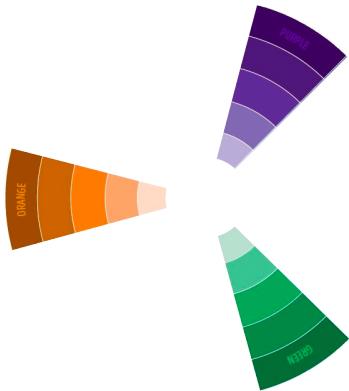
Primary Colors



Primary Colors: Blue, Red, Yellow

- Can't be created formed from other colors
- There are **many** variations of Blue, Red, and Yellow that are all considered primary. Common misunderstanding there is a primary blue, primary red, primary yellow

Secondary Colors



Secondary Colors: Orange, Green, Purple (Mix 2 primary colors)

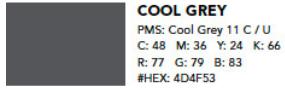
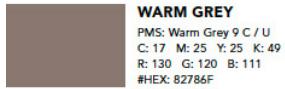
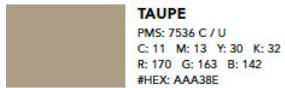
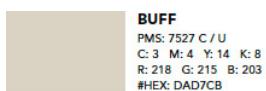
Complimentary Colors



Complimentary: opposite on color wheel; these colors play well together

- Create a playful energy
- Energy when they play next to each other is explosive and hard to ignore (pop)
- All secondary are complementary to each as well

Neutrals



More Tertiary Colors: Neutral with high-value contrast suggests serious

- Variations of browns and grays
- Useful voice in an image - “back-up singers”



- Color is frequently cultural, and pretty much always personal
- Color conveys meaning, whether used as a single color or a repeating pattern. But color is rarely an isolated element - always part of a larger context
- Think of colors as a personality - what works perfectly in one situation may be wrong in another.
- Can strengthen or weaken a message

White

theknot.com

Band Some
themustafacelik.com/works/band-some

- **Western cultures (North America and Europe):** White is the color of purity and peace. It is often associated with weddings and is the color most often worn by brides. White is also clean and sterile and used to represent hospitals and even holiness. In Italy however, white is used for funerals and traditionally, white Chrysanthemums are placed at grave sites.
- **Eastern & Asian cultures:** White is also the color of death in the East. It is

Black

murmure.me/en

Designed for Designers (not customers)

- **Western cultures (North America and Europe)** Black is the color of finality, death, formality and mourning in North American and European cultures. It is also considered powerful and strong and can imply control or force. (Consider the strong look associated with using reverse type.)
- **Eastern & Asian cultures** Black can be connected to masculinity and is the color for boys in China. It also represents wealth, health and

Yellow



Red

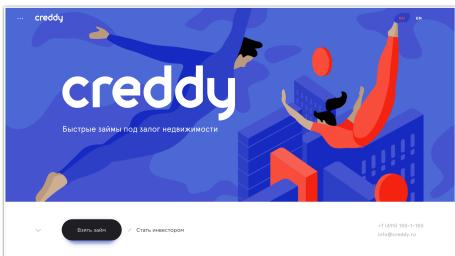
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Real site



Blue



en.creddy.ru

- **Western cultures (North America and Europe)** The bright cheery nature of yellow is the predominant meaning in most Western nations. It is associated with warmth (the sun), summer and hospitality. In the United States, specifically, the color is associated with transportation — taxis and school buses are yellow as are many different types of street signage. Tea maker Lipton, for example, uses yellow to market worldwide but there are changes in

- **Western cultures (North America and Europe)** Red is the color of passion and excitement. It has both positive and negative associations — danger, love and excitement and when used with connection with the former Eastern block, it represents communism. Red is also associated with power and has some religious undertones when used with green to represent Christmas. The multiple, and varying, Western associations with the color are a combination of

- **Western cultures (North America and Europe)** The most popular color for bank logos is blue because it represents trust and authority. The color is also masculine and used to represent the birth of a boy. Blue is also considered to be calming, soothing and peaceful although it can also be associated with depression or sadness.

- **Eastern & Asian cultures** The hue is ever-lasting in its association with immortality. In Indian culture blue is

Green



oerlemans-foods.nl/en



plantwithpurpose.org

- **Western cultures (North America and Europe)** Green is the color of the Irish (think St. Patrick's Day and it is also the national color of Ireland) and represents luck throughout most of the West. Green also refers to nature, the environment and protection of environmental causes, such as “green business” or “green household cleaners.” Green is also associated with Christmas, when used in combination with red. It is

Purple



adisonpartners.com/adison-consulting

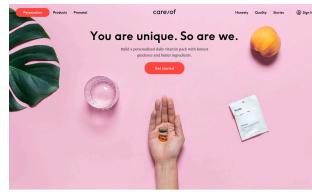
Latin America

- **Western cultures (North America and Europe)** Purple is the color of royalty and is often used for the cloaks and robes of kings and queens in modern movies. It is associated with wealth and fame. It is also symbolic of modernism and progression. Specifically in the United States, it is a color of honor; the military's highest award is considered to be the Purple Heart.
- **Eastern & Asian cultures** Purple is also a color of wealth and nobility in

Pink



www.niiika.com.au



takecareof.com

- **Western cultures (North American and Europe)** Pink is the color of femininity and is used to signify the birth of a daughter. It also represents sweetness (it is often the color used for cake or candy shops), childhood or fun.
- **Eastern & Asian cultures** Pink is also considered feminine in the East where it also signifies marriage. In Korea, however, the color is more closely associated with trust. For many years, the Chinese did not recognize the

Orange

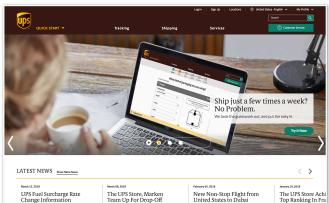


holland.com/global/tourism.htm

Netherlands

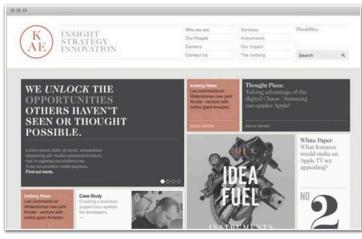
- **Western cultures (North American and Europe)** Orange is the color of harvest and autumn. In the United States, for example, the color signifies the fall season beginning in September with the start of school through to Halloween and Thanksgiving in late November. It is also associated with warmth and citrus fruits. In The Netherlands, where it is considered the national color, the most common use of orange is to signify royalty.

Brown



- **Western cultures (North America and Europe)** Brown is earthy but can be associated with either health or barrenness. In the United States, it is the color most often used for packaging (think of the highly successful transport company UPS) and food containers. Brown is stable, dependable and wholesome, as association which comes from the color of grains.
- **Eastern & Asian cultures** The most common color association is that of

Neutrals



sociodesign.co.uk

- + Remember to match or complement all the materials - screen, paper, fabric, billboard, animated, etc.



Produced by Negli Design Inc.

- RGB: 3 colors = 3 cones, how we perceive color
 - White: R255 G255 B255 “Full of color”
 - Black: R0 G0 B0 “No color”
- HEX: letters & numbers that represent an RGB color
 - White: #ffffff “Full of color”
 - Black: #000000 “No color”
- source: <https://negliadesign.com/ask-a-designer/whats-the-difference-between-pms-cmyk-rgb-and-hex/>

Selecting Palettes

- Look at other sites
- Palette Generators
- Use an Image
 - Alembic Sketch Plug in
 - Adobe Capture



How many colors? 60-30-10 rule

01 Colour palette



Three colors should be used in varying degrees (60%, 30%, 10%) to create the perfect harmony.

Selecting Colors

Think About Your Audience

Find Colors That Represents The Brand

Design for Color Blind

(Facebook is blue because Zuckerberg is color blind)

Colorblind & Accessibility

Follow WCAG guidelines

- Don't only rely on color to convey a message. Use both colors and symbols
- Keep it minimal
- Use patterns and textures to show contrast
- Be careful with contrasting colors and hues
- Keep your color palette limited to 2 or 3 colors
- Use texture and patterns to show contrast
- Avoid using bad color combinations (e.g., red & green, blue & purple)

<https://www.w3.org/WAI/intro/wcag>

- Test your colors accessibility rating: <http://accessible-colors.com/>
- Pick accessible colors on fly: <http://colorsafe.co/>
- Examples to get thinking about: <https://dcp.ucla.edu/2011/04/tips-and-tools-for-creating-accessible-color-schemes/>
- Government Article: <https://standards.usa.gov/components/colors/>