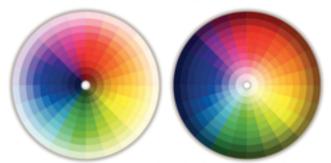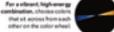# Color Confusion Resolved

Use these techniques for choosing two main colors for your website and other marketing materials.

Colors on these two wheels are arranged by the amount of white or black that has been added to the pure color. For maximum compatibility, choose colors along the same "ring" of the wheel.

For a vibrant, high-energy combination, choose colors that sit across from each other on the color wheel.

For a harmonious, serene combination, choose colors that sit next to each other on the color wheel.

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