CREATIVE COLOR SCHEMES

75 COLOR SCHEMES FOR PRINT

75 COLOR SCHEMES FOR THE WEB

75 Stunning color schemes, ready for use in publications, graphics, websites, presentations, ebooks, and multimedia designs

Thawatchai Srisuthep

CREATIVECOLORSCHEMES.COM

COMPLETED

CREATIVE COLOR SCHEMES

Creative Color Schemes
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For ebook updates and
paper version, please visit

creativecolorschemes.com

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CREATIVE COLOR SCHEMES

75 Color Schemes for Print
75 Color Schemes for the Web

Color is one of the most important elements in modern design. Besides the aesthetic beauty of color, proper use of color will significantly help convey messages as well as impress people.

Have you ever had trouble with color like these?

✦ Do not know which colors to use for your work.

✦ Do not know which colors should be used together to get a harmonious effect.

✦ Always use the same basic colors every time in your design because you have no time to look for new colors.

✦ Waste too much time selecting colors. Even though you have tried it many times, you still cannot find the right combination.

✦ The output color is not close to what you want. You have to painstakingly re-select it many times.

If you do have some of these problems, the Creative Color Schemes is your solution.

The Creative Color Schemes covers three color models in CMYK, RGB and Hexadecimal values. You can apply these values to any kind of artwork for both printing and digital media including publication, websites, and multimedia designs.

Therefore, whatever your works are, the Creative Color Schemes will enable you to choose the right color combination effortlessly.

It is more effective and enjoyable to choose a color combination from dozens of color schemes in this book, instead of wasting several hours trying to fix color problems.

I am confident that you will have a great time designing your stunning colorful works.

Thawatchai Srisuthep

Problems in Color Printing

Unpredictable colors

Using color in publication is not as easy as it seems. For color printing, the greatest problem is that the color you see on a screen is not the color you get on paper. Very often, the printed color on paper looks quite different from what you see on a screen. Because of the different color models in monitor and printing system, these color models do not cover the same color gamut.

In fact, some bright colors that display beautifully on screen like vivid orange and bright green cannot be printed on paper. On the other hand, some colors that look fascinating on paper such as yellowish green or grayish blue may look oddly on a screen. As a result, you may have to re-select it many times until you finally get the colors close to what you want.

These color problems may not be an issue if your job is to produce a few signs or brochures from your inkjet or color laser printers. Because you can print them repeatedly until you finally get the satisfied result.

For a large-scale printing, we need to send our artwork to a favorite commercial printer for offset printing. Normally, offset color printing uses 4 process colors: Cyan, Magenta, Yellow, and blacK (CMYK). Here comes the real problem, the color from offset printing is significantly different from our in-house printing, unfortunately.

Too many color choices

Although you can choose unlimited colors from millions of colors in the color spectrum, sometimes these too many color choices are the problem. You may not know which colors are suitable for your design. In addition, you cannot be sure that the colors you have chosen will go well together. Moreover, you still need to check the outcome of those colors in the final print.

Problems in Web Colors
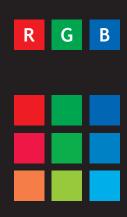
Color variation

Color variation in websites is not a serious problem. Because designers and readers are both using the same kind of equipment, monitor screen, to display websites. Therefore, a slight color difference is not notable compared to printing system that uses a totally different color model.

Monitors that we use to display websites have different quality and capability in displaying colors. Therefore, colors that appear on each screen will be slightly different, especially the brightness and contrast of colors. Color variation also depends mainly on the color setting of each monitor. Thus, if you select a proper color combination for your web site, most users will see those colors the way you have designed.

Vast selections of color

It is fairly difficult for designers to pick a few colors from millions of colors in the color spectrum. In addition, they may worry about interaction and harmony of colors they have chosen. Furthermore, garish colors can easily annoy readers while a bad choice of color scheme may result in a poor image for the website.

CREATIVE COLOR SCHEMES

The Creative Color Schemes is an essential tool for designers. They can effortlessly select a preset color scheme for their work in a minute. The Creative Color Schemes can be used in graphic design, print design, web design, multimedia design, presentation, and any kind of digital design works.

✧ **Get the right colors:** Because you choose colors from the real output that uses standard four-color process printing, you can be sure that you will get almost the same color as the sample. On the other hand, choosing colors from what you see on screen alone may result in unpredictable colors on paper.

✧ **Save time:** Instead of spending an hour to choose colors randomly, you can quickly select a proper color scheme for your work in a minute. In addition, you will know a lot about general meanings and implications of all color schemes.

✧ **Experience numerous color samples:** In each color scheme, you can see several sample text colors used in the title and descriptions. In addition, you will experience many sample uses of text color on each color as a background. You also have the opportunity to explore many color combinations and notice the reaction between colors as well as harmonious and contrasting effects of colors in a combination.

✧ **Get a customer agreement:** For professional designers, you can bring this book to your customers and let them choose their preferred color combination. This way, you and your customer will both have a clear idea of what the final colors will look like, before you begin to design your work. This will also save you from a customer dispute about unsatisfied colors.

VIVID

C	M	Y	K		R	G	B	HEX
0	80	100	0		241	67	3	#F14303
0	50	100	0		241	106	8	#F16A08
0	35	100	0		254	165	24	#FEA518
25	50	85	5		186	107	17	#BA6B11
10	25	10	0		231	179	3	#E7B303
5	5	100	0		254	232	0	#FEE800
45	10	100	0		141	186	5	#8DBA05
45	0	100	0		166	220	65	#A6DC41
80	30	0	0		0	144	208	#0090D0
60	10	0	0		91	195	245	#5BC3F5
40	95	5	0		163	21	134	#A31586
70	80	0	0		232	30	191	#E81EBF
60	40	40	0		161	0	193	#A100C1
20	20	10	0		134	81	247	#8651F7
10	5	5	0		200	178	247	#C8B2F7

Comparing a color scheme for print (left) and a color scheme for the web (right).

✣ The Color Schemes for Print will show color values in CMYK model while the Color Schemes for the Web will use RGB and HEX (Hexadecimal) models. The RGB and Hex values can be used in web pages, web graphics, Flash animation, PowerPoint, game, multimedia presentation, and any kind of digital works that display on screen.

✣ The Color Schemes for the Web, the slightly modified version of the Color Schemes for Print, has more vibrant and contrasting effects for optimum display. Therefore, the Color Schemes for the Web will look remarkably beautiful and impressive on screen.

name

clickable

Color Scheme Name

The title of color scheme shows several colors from its scheme in each letter.

Color Strips

C M Y K

Color strips are color palettes that come with CMYK values. You can apply the CMYK values of these color palettes to your design right away.

In this area, there are 15 color strips arranged vertically from top to bottom. The close placement of color palettes shows relation between colors, especially a group of colors with a slight different tone.

Basically, these color strips are divided into 5 groups in ordere of their color relevance. In each group, there are three colors that are typically arranged from dark to light tone of a particular color. Still, there is an exception in some color schemes, depending on the desired feeling of the color scheme. Anyway, you can use all colors in each group together for a monotone effect.

Color Palettes on White Background

Color palettes are divided into 5 groups just similar to the color strips. In each group, color palettes are arranged vertically from top to bottom with a white background.

Color Palettes on Black Background

This area presents color palettes in the same arrangement as the above area, except that they are now on black background.

Color Text over Color Background

This area experiments with text color over color palettes as a background. These 5 groups of background colors are arranged in order from top to bottom.
When using color text directly over a color background, these colors should have enough contrast to each other so it can be read easily. In addition, the combination of colors should be able to express the feeling or convey the meaning of messages we want to communicate.

Color Scheme Characteristics

Color scheme characteristic scales

Color Scheme Characteristics

This area itself also demonstrates a few uses of colors with text

Description ✳ Describe the combination or character of the color scheme

Meanings ☆ Introduce several general meanings of the color scheme

Implications ➡ Suggest some related meanings of the color scheme

Associations ⊙ Refer to the origin of colors or related things

2-Color Combinations

This area illustrates the combinations of two colors.

[Notice the reaction between the two colors]

✳ 3 Ways in choosing colors

1. Selecting preferable colors from the Color strips

1. Explore colors in each group
2. Compare colors in a group
3. Select your preferred color. Normally, you can use all 3 colors in a group together for a monotone effect.

3-Color Combinations

This area illustrates the combinations of three colors.

[Notice the harmonious and contrasting effects among the three colors]

2. Choosing a set of colors from the Color combinations

1. Explore the entire sets of color combinations
2. Examine the harmonious and contrasting effects between colors
3. Select a color combination that matches your preferred feeling

4-Color Combinations

This area illustrates the combinations of four colors.

[Notice the harmonious and contrasting effects among the four colors]

3. Picking a set of colors from the Color text over color background samples

1. Explore the entire sets of text and background colors
2. Look at the interaction of colors in each set
3. Pick a set of colors that is most suitable for your content

Color Combinations Name
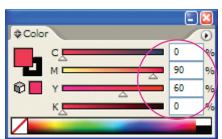
✧ All color schemes fall into 8 main categories: Popular, Colortones, Pastels, Happy, Relax, Intensive, Artistic, and In trend. Within a category, color schemes are organized in sequence by their color relevance.

✧ The CMYK values can be applied to any publication including brochure, poster, sign, book, card, and advertisement.

✧ In each color scheme, many forms of color samples are carefully constructed in order to demonstrate several applications of colors. They are the Color strips, the Color on white and black backgrounds, the Color text over color background, and three types of the Color combinations.

Creating a color swatch using CMYK values in professional graphic design program such as Adobe Photoshop, Illustrator, and InDesign

There are two ways to create a new color swatch:
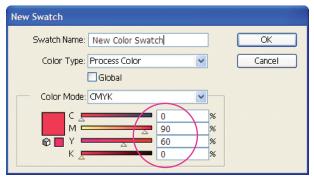
① Enter CMYK values in Color panel then click the New Swatch icon at the bottom of Swatches panel.

CMYK Values

CMYK values are the mixture of four process colors in offset printing: Cyan, Magenta, Yellow, and blacK. Each color has a value between 0–100%. In offset printing process, the result colors come from the mixing of these four colors in proportion as specify.

② Press ALT key and click the New Swatch icon at the bottom of Swatches panel to open a New Swatch dialog box. Enter a Swatch name and CMYK values in appropriate fields then click OK button.
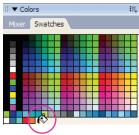
✦ All color schemes fall into 8 main categories, similar to the Color Schemes for Print.

✦ These color schemes specify color value in RGB and Hexadecimal (HEX) models, ready for use in web pages, web graphics, Flash, PowerPoint, game, multimedia presentation, and other on-screen media.

✦ The Color Schemes for the Web is the slight modified version of the Color Schemes for Print. These web color schemes have more vibrant and contrasting effects for optimum display. Therefore, the Color Schemes for the Web will look remarkably beautiful and impressive on screen.

Creating a color swatch using RGB or HEX values in professional web design programs like Adobe Dreamweaver and Fireworks.

▲ Fireworks: Enter RGB or Hexadecimal (HEX) values in Colors Mixer panel then click on empty space at the bottom of Swatch panel to create a new swatch. You can click at the option button on Colors panel to select RGB or Hexadecimal color model.

RGB Values

RGB Values are the mixing of three primary colors: Red, Green, and Blue. Each color has a value between 0–255.

HEX Values

Actually, HEX values are RGB values in the Hexadecimal model, indicated by the # sign directly in front of the color code. An HEX color value is displayed in two-number or two-character format: 0-9 and A-F. We can clearly separate them in another format like #RR-GG-BB. For example, the code #FF7435 of an orange color is the mixing of Red=FF, Green=74, and Blue=35 in proportion as specified.

▲ Dreamweaver: Enter Hexadecimal color values such as #FF7435 in a color field. Do not forget the # sign at the beginning of the code. The characters are not case-sensitive so both capital land lower case letters can be used. Therefore, either #ddeeff or #DDEEFF is acceptable.

Book Versions

The Creative Color Schemes comes in two versions; paper and ebook. If your works are any kind of publication, please refer to the paper version as your primary reference. On the other hand, if you are working on web design or any on-screen media, please refer to the e-book version as your primary source.

RGB on Paper

For the paper version of this book, the RGB color values are converted into CMYK values before printing. Consequently, all colors in the Color Schemes for the Web will appear slightly different from what you see on a screen.

RGB on Screen

We recommend that you refer to the ebook version of this book in PDF format because the RGB values have not been converted into CMYK values. Therefore, colors in the e-book will look almost the same in your work.

The Paper Version

The paper version of this book shows real CMYK color samples on paper. The books are printed with high-quality process inks on 130-gsm glossy art paper. While the CTP (computer-to-plate) process increases plate quality as well as printing quality, the adhesive stitch binding ensures heavy-duty use.

The eBook Version

The ebook version of this book is in PDF format. It should be the primary reference for all digital on-screen works. The unconverted RGB colors in the Color Schemes for the Web show real RGB color sample on screen.

Color Variation

One important thing we cannot overlook is color variation. Even though we use the same color values in our work, there is always the possibility of color variation in the final output. The major factors that affects the final color are paper type, printer type, ink quality, and printing process.

In fact, many factors come directly from inconsistencies in printing process itself. In the same print run, colors at the beginning, the middle, and the end of process may not be exactly the same. In addition, printing in different print runs may result in slightly different colors. Moreover, it is possible that each commercial printer will produce colors that are noticeably different.

So, make sure that you carefully control every related factor in printing as much as possible. If all goes well, you will finally get the expected colors.

Extra Features
For the interactive ebook edition
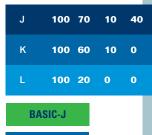
New! Color ID

Every color palette has its own identity ranging from A to O. You do not need to look closely at the color combinations to see which color palettes are in use. The color ID is applied to these three areas:

✤ **The Color strips:** Each color palette now come with its own ID, ranging from A to O, as a reference for further uses.

✤ **The Color text over color background:** By adding a color ID at the end of label text, you can clearly identify the color palette of that text.

✤ **The Color combinations:** The color ID in the combination set indicates the color palettes in use.

Interactive Features
Easily navigate through the book
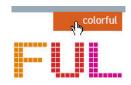
✤ **Clickable Table of Contents (TOC):** Page 12 & 14; click on a color scheme name to go directly to a specific color scheme page

✤ **Back to TOC Tab:** click on the Creative Color Schemes tab at the bottom left of an even page to go right back to appropriate TOC page (for print or for the Web)

✤ **Color Model Switching Tab:** click on a small tab of color scheme name above the page to switch to the same color scheme in the other color model (CMYK to RGB or RGB to CMYK)

✤ **Bookmark Links:** In the Bookmarks tab on the left side of Adobe (Acrobat) reader, click on a color scheme name on the list to go directly to a certain color scheme page. The first half of the list is the color schemes for print, and the rest is the color schemes for the Web.

J	100	70	10	40
K	100	60	10	0
L	100	20	0	0

BASIC-J

BASIC-D

J K H D

134 BRILLIANT
136 VIBRANT
138 VIVID
140 LUXURY
142 GORGEOUS

190 CREATIVE COLOR SCHEMES

colorful

FUL

Bookmarks
Options
BASIC
COLORFUL
COMMON
PIONEER
SOUR-SPICY
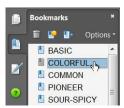
75 COLOR SCHEMES FOR PRINT

POPULAR

PASTELS

COLORTONES

HAPPY

RELAX

INTENSIVE

ARTISTIC

IN TREND

75 COLOR SCHEMES FOR WEB

POPULAR

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168 COLORFUL
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169 PIONEER
170 SOUR-SPICY

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177 DELICATE
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178 CHARMING
179 DELIGHT
179 ROMANTIC

COLORTONES

170 REDTONE
171 PINKTONE
171 ORANGETONE
172 YELLOWTONE
172 GREENTONE
173 BLUETONE
173 LIGHTBLUE
174 PURPLETONE
174 BROWNTONE
175 EARTHTONE
175 BEIGETONE
176 GRAYTONE
176 NEUTRAL
177 BLACK&WHITE

HAPPY

180 SWEET
180 FANCY
181 CHEERFUL
181 TENDER
182 FESTIVAL
182 ACTIVE

RELAX

183 COOL
183 CALM
184 OCEAN
184 MUTED
185 WARM
185 TRANQUIL
186 BEACH

RGB ✛ HEXADECIMAL

BASIC

	C	M	Y	K
A	20	100	80	20
B	15	100	100	0
C	0	70	100	0
D	0	40	100	0
E	0	20	100	0
F	0	5	100	0
G	100	10	100	30
H	100	10	100	0
I	75	0	100	0
J	100	70	10	40
K	100	60	10	0
L	100	20	0	0
M	70	90	0	30
N	70	90	0	0
O	55	60	0	0

BASIC-D	BASIC-I	BASIC-N
BASIC-G	BASIC-M	BASIC-B
BASIC-F	BASIC-D	BASIC-J
BASIC-F	BASIC-D	BASIC-C
BASIC-D	BASIC-I	BASIC-F

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH
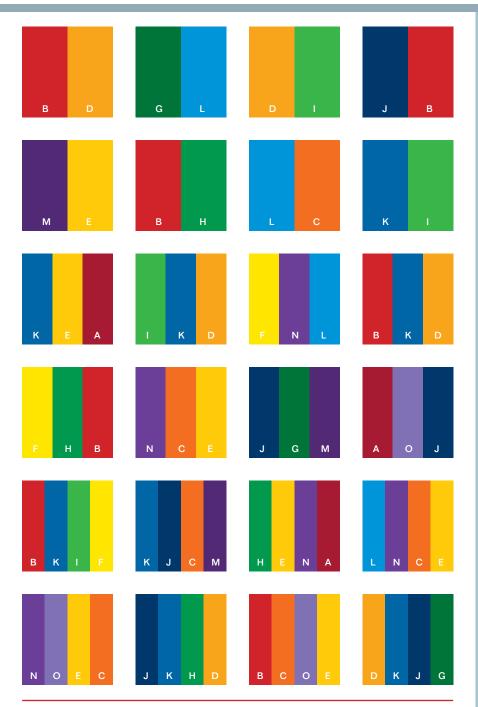
Description ✳ The Basic scheme contains both primary colors (red, yellow, blue) and secondary colors (orange, green, and purple) from the color wheel. All these colors are bright, bold, and contrast to each other, which makes the Basic scheme so eye-catching.

Meanings ☆ Strong, solid, clear, simple, direct

Implications ➜ Fundamental, important, dominant, initial

Associations ⊙ Toys, children, sign

B	D
G	L
D	I
J	B

M	E
B	H
L	C
K	I

K	E	A
I	K	D
F	N	L
B	K	D

F	H	B
N	C	E
J	G	M
A	O	J

B	K	I	F
K	J	C	M
H	E	N	A
L	N	C	E

N	O	E	C
J	K	H	D
B	C	O	E
D	K	J	G
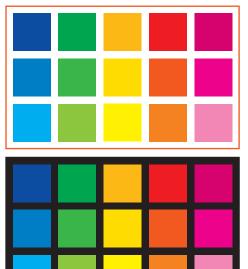
BASIC Color Combinations

COLORFUL

	C	M	Y	K
A	100	80	0	0
B	100	40	0	0
C	100	0	0	0
D	100	0	100	0
E	75	0	100	0
F	50	0	100	0
G	0	30	100	0
H	0	10	100	0
I	0	0	100	0
J	0	100	100	0
K	0	80	100	0
L	0	60	100	0
M	0	100	20	10
N	0	100	0	0
O	0	60	0	0
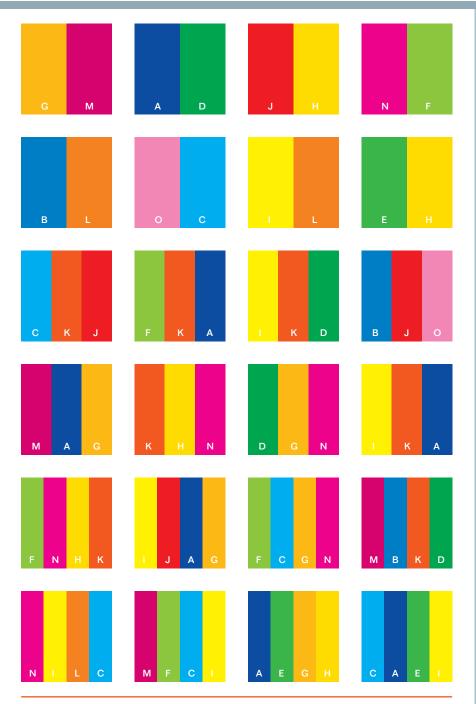
COLORFUL-I	COLORFUL-G	COLORFUL-M
COLORFUL-G	COLORFUL-I	COLORFUL-J
COLORFUL-J	COLORFUL-M	COLORFUL-B
COLORFUL-I	COLORFUL-F	COLORFUL-C
COLORFUL-I	COLORFUL-F	COLORFUL-J

HUE	▭	TONE
CONTRAST	▭	SIMILAR
SEPERATION	▭	GRADATION
WARM	▭	COOL
SOFT	▭	HARD
CLEAR	▭	GRAYISH

Description ✳ The Colorful scheme is made of 3 process colors in printing: cyan, magenta, and yellow. These colors are very bright and strong.

Meanings ☆ Enjoy, cheerful, lively, vibrant, attractive

Implications ➜ Exciting, energetic, positive, comic

Associations ◉ Kid, party, toy

Color combination swatches (left to right, top to bottom):
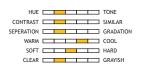
- G M
- A D
- J H
- N F
- B L
- O C
- I L
- E H
- C K J
- F K A
- I K D
- B J O
- M A G
- K H N
- D G N
- I K A
- F N H K
- I J A G
- F C G N
- M B K D
- N I L C
- M F C I
- A E G H
- C A E I

COLORFUL Color Combinations

COMMON

	C	M	Y	K
A	100	50	0	0
B	100	0	0	0
C	60	0	0	0
D	100	90	10	0
E	75	70	0	0
F	50	40	0	0
G	20	100	100	0
H	0	100	0	0
I	5	60	0	0
J	20	70	60	60
K	0	25	100	0
L	0	0	100	0
M	0	0	0	100
N	90	0	100	20
O	60	0	80	0

COMMON-K	COMMON-G	COMMON-H
COMMON-I	COMMON-B	COMMON-D
COMMON-L	COMMON-K	COMMON-G
COMMON-K	COMMON-G	COMMON-G
COMMON-G	COMMON-L	COMMON-A

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
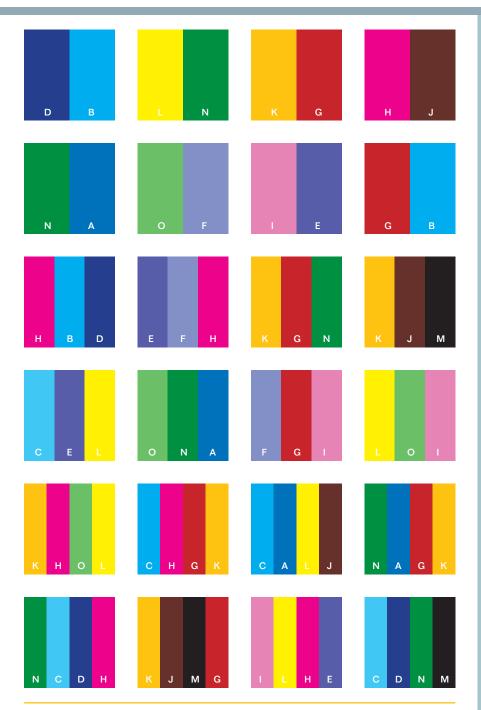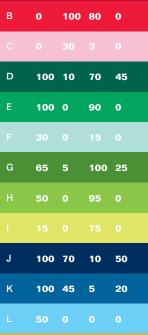
Description ✳ The Common scheme primary contains 4 process colors: Cyan, Magenta, Yellow, and blacK (CMYK). In addition, common colors such as red, blue, and green are added for variety.

Meanings ☆ Attractive, interesting, notable, expressive

Implications ➜ Creative, influential, popular, joyful

Associations ◉ 4-colors printing process

D	B	L	N	K	G	H	J
N	A	O	F	I	E	G	B
H	B	D	E	F	H	K	G	N	K	J	M
C	E	L	O	N	A	F	G	I	L	O	I
K	H	O	L	C	H	G	K	C	A	L	J	N	A	G	K
N	C	D	H	K	J	M	G	I	L	H	E	C	D	N	M

COMMON Color Combinations

PIONEER

	C	M	Y	K
A	5	100	70	20
B	0	100	80	0
C	0	30	3	0
D	100	10	70	45
E	100	0	90	0
F	30	0	15	0
G	65	5	100	25
H	50	0	95	0
I	15	0	75	0
J	100	70	10	50
K	100	45	5	20
L	50	0	0	0
M	10	30	100	0
N	10	5	5	10
O	10	3	5	0

PIONEER-I	PIONEER-H	PIONEER-A
PIONEER-L	PIONEER-B	PIONEER-D
PIONEER-M	PIONEER-J	PIONEER-A
PIONEER-C	PIONEER-H	PIONEER-J
PIONEER-A	PIONEER-G	PIONEER-B

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ This is the scheme for pioneers who like to create new things. It consists of basic colors like red, green, and blue including gold and silver.
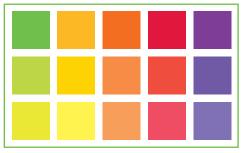
Meanings ☆ Strong, powerful, profound, daring, fearless

Implications ➔ Inspiring, moving, independent, adventurous

Associations ◉ Christmas, adventure playground

B E	K B	I K	C L
J M	H K	A G	F I
A C K	D G H	I E K	N L B
F J G	B H I	D L K	A J H
A K H I	K I E D	F H J C	I M K F
C K L A	M A E J	O L K I	H G I B

PIONEER Color Combinations

SOUR-SPICY
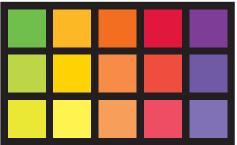
	C	M	Y	K
A	60	0	95	0
B	30	0	90	0
C	10	0	90	0
D	0	30	95	0
E	0	15	100	0
F	0	0	80	0
G	0	70	100	0
H	0	55	80	0
I	0	45	70	0
J	0	100	75	5
K	0	85	80	0
L	0	85	50	0
M	60	90	0	0
N	65	75	0	0
O	55	60	0	0

SOUR-SPICY-L	SOUR-SPICY-G	SOUR-SPICY-A
SOUR-SPICY-M	SOUR-SPICY-A	SOUR-SPICY-A
SOUR-SPICY-B	SOUR-SPICY-C	SOUR-SPICY-F
SOUR-SPICY-B	SOUR-SPICY-A	SOUR-SPICY-B
SOUR-SPICY-H	SOUR-SPICY-B	SOUR-SPICY-F

HUE ▭▭▭ TONE
CONTRAST ▭▭▭ SIMILAR
SEPERATION ▭▭▭ GRADATION
WARM ▭▭▭ COOL
SOFT ▭▭▭ HARD
CLEAR ▭▭▭ GRAYISH
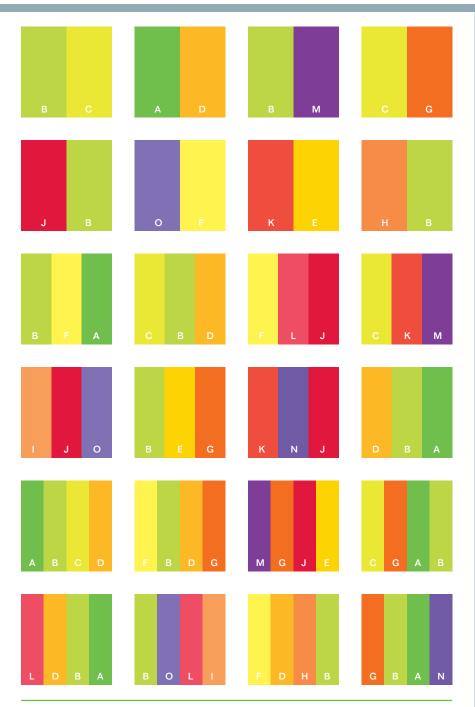
Description ✳ These vibrant colors originally come from lemon, orange, and chili. The combination of yellow, orange, and red makes a hot and sour taste.

Meanings ☆ Sour, spicy, hot, sizzling, tasty

Implications ➜ Strong, bitter, unpleasant, unfriendly

Associations ◉ Lemon, orange, chili, heat

B	C
A	D
B	M
C	G

J	B
O	F
K	E
H	B

B	F	A
C	B	D
F	L	J
C	K	M

I	J	O
B	E	G
K	N	J
D	B	A

A	B	C	D
F	B	D	G
M	G	J	E
C	G	A	B

L	D	B	A
B	O	L	I
F	D	H	B
G	B	A	N

SOUR-SPICY Color Combinations

REDTONE

	C	M	Y	K
A	5	100	25	25
B	0	100	20	5
C	0	80	10	0
D	10	95	65	30
E	0	90	60	0
F	0	70	30	0
G	0	95	90	5
H	0	85	80	0
I	0	35	20	0
J	0	45	95	0
K	80	0	30	0
L	70	90	0	0
M	5	25	50	5
N	0	15	35	0
O	0	5	25	0

REDTONE-F	REDTONE-J	REDTONE-D
REDTONE-C	REDTONE-N	REDTONE-B
REDTONE-I	REDTONE-I	REDTONE-H
REDTONE-G	REDTONE-G	REDTONE-F
REDTONE-B	REDTONE-E	REDTONE-H

HUE ———— TONE
CONTRAST ———— SIMILAR
SEPERATION ———— GRADATION
WARM ———— COOL
SOFT ———— HARD
CLEAR ———— GRAYISH
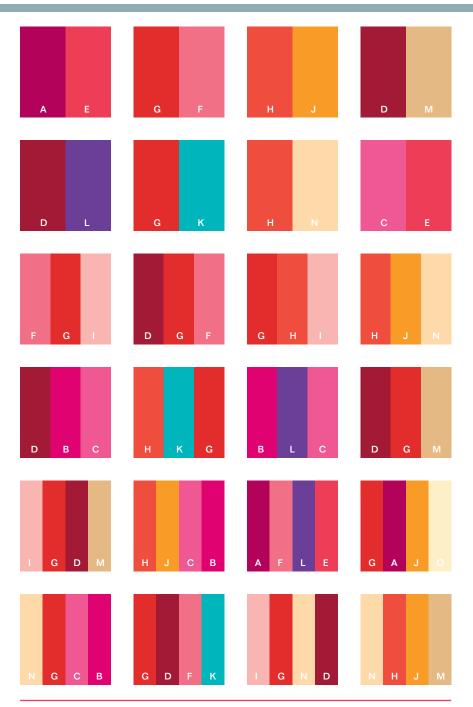
Description ✳ In general, the Redtone contains various shades of red, in contrast with striking orange, green, and purple.

Meanings ☆ Loving, stimulating, hot, sexy, lush, passionate

Implications ➜ Exciting, attractive, daring, authoritative, forceful

Associations ◉ Speed, sign, heat, sun, energy
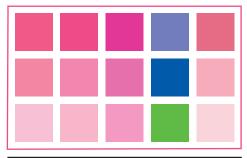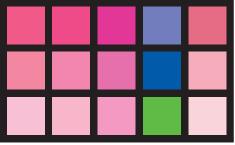
REDTONE Color Combinations

PINKTONE

	C	M	Y	K
A	0	80	20	0
B	0	60	15	0
C	0	30	2	0
D	0	85	15	0
E	0	60	5	0
F	0	35	5	0
G	5	90	0	0
H	5	70	0	0
I	0	50	0	0
J	60	50	0	0
K	100	70	0	0
L	65	0	100	0
M	0	70	25	5
N	0	40	10	0
O	0	20	5	0
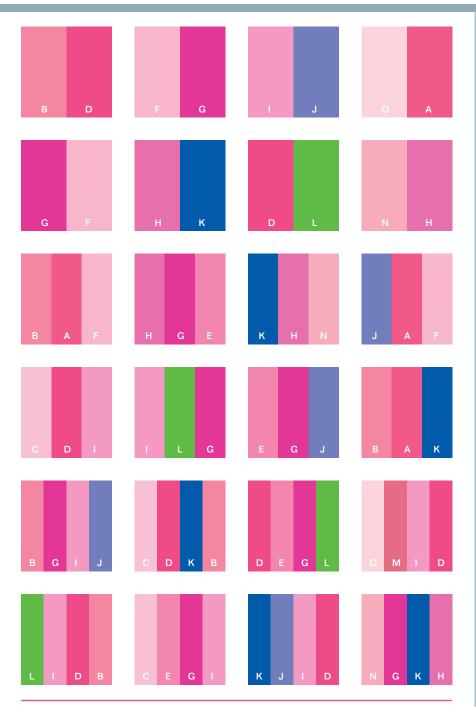
PINKTONE-F PINKTONE-G PINKTONE-G
PINKTONE-C PINKTONE-O PINKTONE-D
PINKTONE-C PINKTONE-K PINKTONE-G
PINKTONE-G PINKTONE-E PINKTONE-G
PINKTONE-C PINKTONE-G PINKTONE-D

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH

Description ✳ The Pinktone consists of magenta, fuchsia, and pink, contrasting with bold purple, blue, and green.

Meanings ☆ Sweet, romantic, lovely, tender, sentimental

Implications ➜ Spirited, energetic, artificial, optimistic

Associations ◉ Cosmetic, girls, toys, dolls
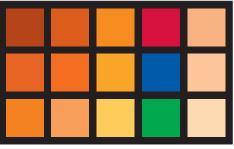
B D	F G	I J	O A
G F	H K	D L	N H
B A F	H G E	K H N	J A F
C D I	I L G	E G J	B A K
B G I J	C D K B	D E G L	O M I D
L I D B	C E G I	K J I D	N G K H

PINKTONE Color Combinations

ORANGETONE

	C	M	Y	K
A	5	80	100	25
B	5	75	100	0
C	0	60	100	0
D	0	75	100	10
E	0	70	100	0
F	0	45	70	0
G	0	55	100	0
H	0	40	95	0
I	0	20	75	0
J	0	100	70	10
K	100	70	0	0
L	95	0	100	0
M	0	35	50	0
N	0	25	40	0
O	0	15	30	0

ORANGETONE-G	ORANGETONE-N	ORANGETONE-M
ORANGETONE-F	ORANGETONE-I	ORANGETONE-D
ORANGETONE-I	ORANGETONE-D	ORANGETONE-D
ORANGETONE-H	ORANGETONE-H	ORANGETONE-I
ORANGETONE-D	ORANGETONE-B	ORANGETONE-C

HUE ▭▭▭▭▭ TONE
CONTRAST ▭▭▭▭▭ SIMILAR
SEPERATION ▭▭▭▭▭ GRADATION
WARM ▭▭▭▭▭ COOL
SOFT ▭▭▭▭▭ HARD
CLEAR ▭▭▭▭▭ GRAYISH
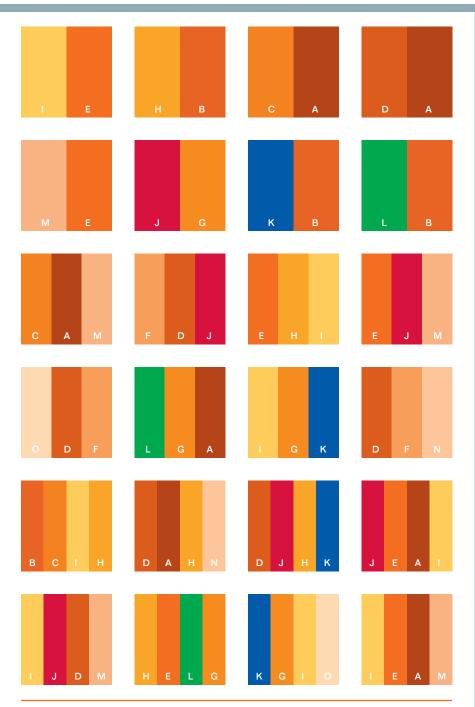
Description ✳ Basically, the Orangetone combines different tones of orange. Adding basic colors like red, blue, and green can create stimulating and energizing effects.

Meanings ☆ Warm, stimulating, enticing, energizing

Implications ➜ Revitalized, childlike, playful

Associations ☉ Sunset, toys, games, cartoon, plastics, sign, food, packaging
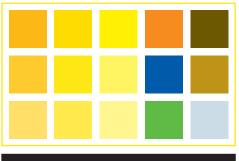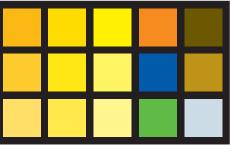
ORANGETONE Color Combinations

YELLOWTONE
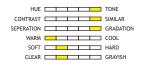
	C	M	Y	K
A	0	30	100	0
B	0	20	90	0
C	0	10	70	0
D	0	10	100	0
E	0	5	95	0
F	0	5	80	0
G	0	0	100	0
H	0	0	75	0
I	0	0	55	0
J	0	55	100	0
K	100	70	0	0
L	65	0	100	0
M	15	30	100	60
N	10	30	100	20
O	15	3	3	5

YELLOWTONE-I	YELLOWTONE-I	YELLOWTONE-M
YELLOWTONE-I	YELLOWTONE-L	YELLOWTONE-A
YELLOWTONE-L	YELLOWTONE-K	YELLOWTONE-D
YELLOWTONE-F	YELLOWTONE-G	YELLOWTONE-G
YELLOWTONE-G	YELLOWTONE-D	YELLOWTONE-A

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
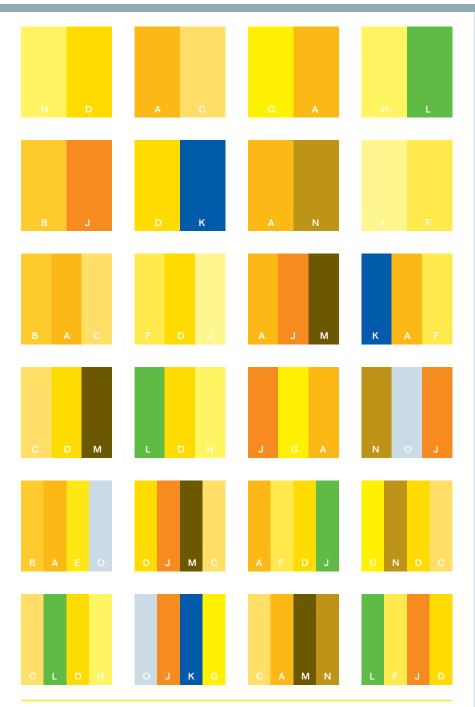
Description ✳ The Yellowtone contains a variety of yellow-based colors from light to saturated tones. When these colors combine with clashing orange, blue, and green, they produce a cheerful, energetic characteristic.

Meanings ☆ Warm, soft, cheerful, enlightening
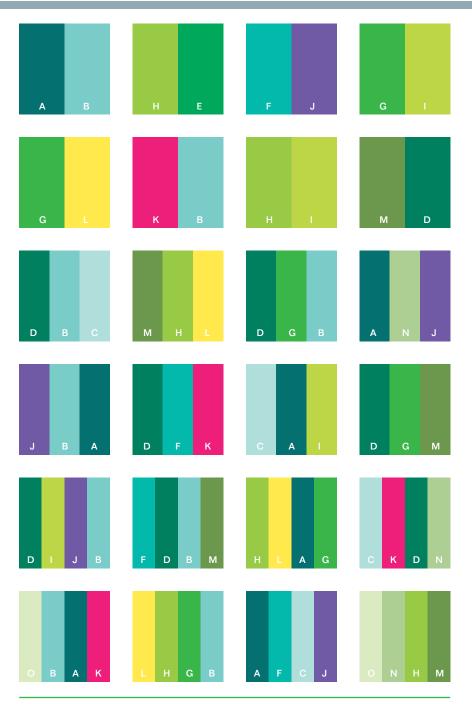
Implications ➡ Imaginable, commanding, energetic

Associations ◉ Sunshine, sunny, moon, light, sign

Color swatch combinations labeled:

Row 1: H D | A C | G A | H L
Row 2: B J | D K | A N | I F
Row 3: B A C | F D I | A J M | K A F
Row 4: C D M | L D H | J G A | N O J
Row 5: B A E O | D J M C | A F D J | G N D C
Row 6: C L D H | O J K G | C A M N | L F J D

YELLOWTONE Color Combinations

GREENTONE

	C	M	Y	K
A	85	10	40	40
B	50	0	25	0
C	30	0	15	0
D	100	0	70	30
E	95	0	90	0
F	75	0	40	0
G	75	0	100	0
H	45	0	95	0
I	30	0	90	0
J	65	75	0	0
K	0	95	20	0
L	0	5	80	0
M	50	5	80	25
N	30	0	50	5
O	15	0	30	0

GREENTONE-I	GREENTONE-K	GREENTONE-G
GREENTONE-L	GREENTONE-B	GREENTONE-K
GREENTONE-I	GREENTONE-K	GREENTONE-G
GREENTONE-F	GREENTONE-H	GREENTONE-G
GREENTONE-I	GREENTONE-E	GREENTONE-F

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH

Description ✳ The Greentone contains bluish green, pure green, yellowish green, and grayish green in contrast with bright magenta, purple and yellow. This scheme is refreshingly soothing.

Meanings ☆ Happy, fresh, healing, soothing, encouraging

Implications ➡ Natural, healthy, hygiene, safe, positive

Associations ◉ Plants, vegetable, grass, leaves

A B | H E | F J | G I
G L | K B | H I | M D
D B C | M H L | D G B | A N J
J B A | D F K | C A I | D G M
D I J B | F D B M | H L A G | C K D N
O B A K | L H G B | A F C J | O N H M

GREENTONE Color Combinations

BLUETONE

	C	M	Y	K
A	100	25	10	50
B	100	30	5	20
C	60	0	5	0
D	95	60	5	15
E	60	30	5	5
F	40	15	0	0
G	75	30	5	10
H	65	15	0	5
I	30	5	0	0
J	65	0	100	0
K	0	50	100	0
L	65	80	0	0
M	70	40	20	60
N	30	15	10	30
O	25	5	10	15
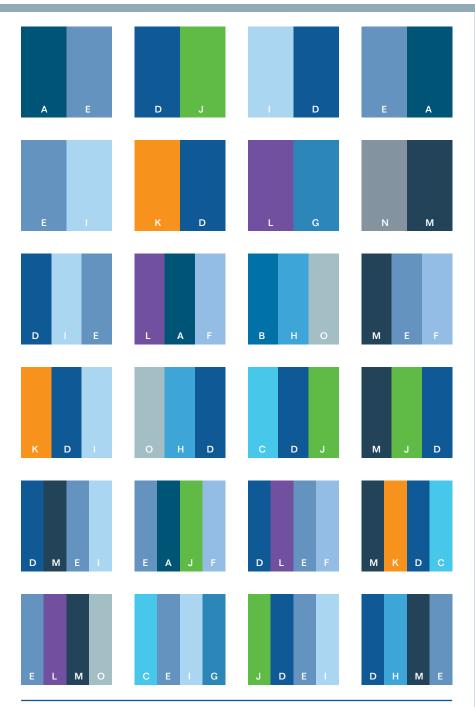
BLUETONE-J	BLUETONE-K	BLUETONE-L
BLUETONE-K	BLUETONE-M	BLUETONE-A
BLUETONE-C	BLUETONE-A	BLUETONE-D
BLUETONE-A	BLUETONE-A	BLUETONE-C
BLUETONE-H	BLUETONE-A	BLUETONE-B

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH
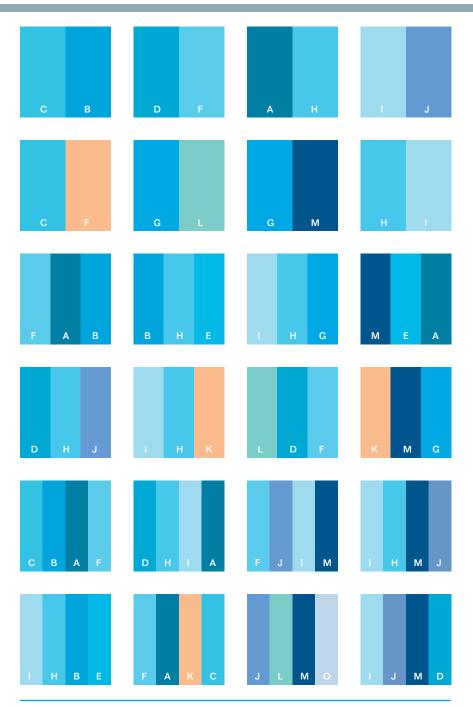
Description ✳ The Bluetone is mainly made of deep navy blue, light royal blue, greenish teal blue, bright sky blue as well as muddy grayish blue. The contrasting green, orange, and blue increase their dramatic and dynamic effects.

Meanings ☆ Fresh, refreshing, lively, enthusiastic, dynamic

Implications ➡ Smart, confidence, credible, dependable

Associations ⊙ Sky, ocean, man, technology

BLUETONE Color Combinations

LIGHTBLUE

	C	M	Y	K
A	100	5	10	30
B	100	0	5	5
C	65	0	8	0
D	95	0	10	5
E	80	0	5	0
F	55	0	5	0
G	85	10	0	0
H	60	0	5	0
I	35	0	5	0
J	60	30	0	0
K	0	30	45	0
L	50	0	25	0
M	95	55	5	25
N	55	25	0	10
O	20	5	0	5

LIGHTBLUE-C	LIGHTBLUE-C	LIGHTBLUE-A
LIGHTBLUE-I	LIGHTBLUE-I	LIGHTBLUE-M
LIGHTBLUE-I	LIGHTBLUE-A	LIGHTBLUE-N
LIGHTBLUE-I	LIGHTBLUE-G	LIGHTBLUE-G
LIGHTBLUE-C	LIGHTBLUE-M	LIGHTBLUE-B

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ Basically, the Lightblue scheme has various tones of light blue that are very cold and refreshing.

Meanings ☆ Cool, clean, calm, quiet, icy, relaxing, peaceful

Implications ➔ Cheerful, happy, easy, dreamy

Associations ◉ Sky, sea, water, ice, winter

C B

D F

A H

I J

C F

G L

G M

H I

F A B

B H E

I H G

M E A

D H J

I H K

L D F

K M G

C B A F

D H I A

F J I M

I H M J

I H B E

F A K C

J L M O

I J M D

LIGHTBLUE Color Combinations

PURPLETONE
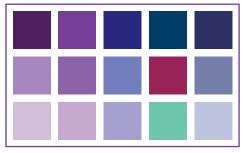
	C	M	Y	K
A	65	90	10	40
B	35	50	0	0
C	15	25	0	0
D	65	90	0	0
E	50	70	0	0
F	20	35	0	0
G	100	100	0	15
H	60	50	0	0
I	35	35	0	0
J	100	55	10	50
K	10	90	25	35
L	55	0	40	0
M	85	80	10	40
N	50	40	5	15
O	20	15	0	5

PURPLETONE-F	PURPLETONE-A	PURPLETONE-D
PURPLETONE-L	PURPLETONE-F	PURPLETONE-K
PURPLETONE-H	PURPLETONE-G	PURPLETONE-M
PURPLETONE-B	PURPLETONE-F	PURPLETONE-A
PURPLETONE-O	PURPLETONE-G	PURPLETONE-E

HUE ▭▭▭ TONE
CONTRAST ▭▭▭ SIMILAR
SEPERATION ▭▭▭ GRADATION
WARM ▭▭▭ COOL
SOFT ▭▭▭ HARD
CLEAR ▭▭▭ GRAYISH

Description ✳ The Purpletone has a variety of purple tones including royal purple, indigo, violet, and lavender.

Meanings ☆ Elegant, sensual, regal, glorious

Implications ➜ Spiritual, nostalgic, mysterious, magical, astonishing

Associations ◉ Lavender, grape, magic

B	D
E	A
H	G
F	K

M	H
L	M
D	E
M	E

B	C	A
H	G	I
F	D	M
E	K	F

A	D	B
L	H	F
N	M	D
O	H	K

B	D	A	I
F	K	E	B
A	B	M	C
H	M	O	I

I	G	L	H
A	B	D	K
L	H	I	M
O	E	F	A
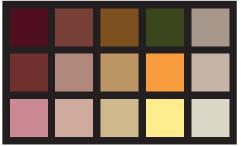
PURPLETONE Color Combinations

BROWNTONE

	C	M	Y	K
A	30	85	55	70
B	20	75	60	55
C	5	45	20	15
D	20	65	60	50
E	10	35	35	25
F	5	25	25	15
G	15	50	85	50
H	10	30	60	20
I	5	15	40	15
J	45	25	80	70
K	0	45	85	0
L	0	5	55	0
M	10	20	25	30
N	5	15	20	20
O	5	5	15	10

BROWNTONE-M	BROWNTONE-H	BROWNTONE-B
BROWNTONE-I	BROWNTONE-D	BROWNTONE-G
BROWNTONE-K	BROWNTONE-J	BROWNTONE-L
BROWNTONE-H	BROWNTONE-D	BROWNTONE-H
BROWNTONE-J	BROWNTONE-G	BROWNTONE-D

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
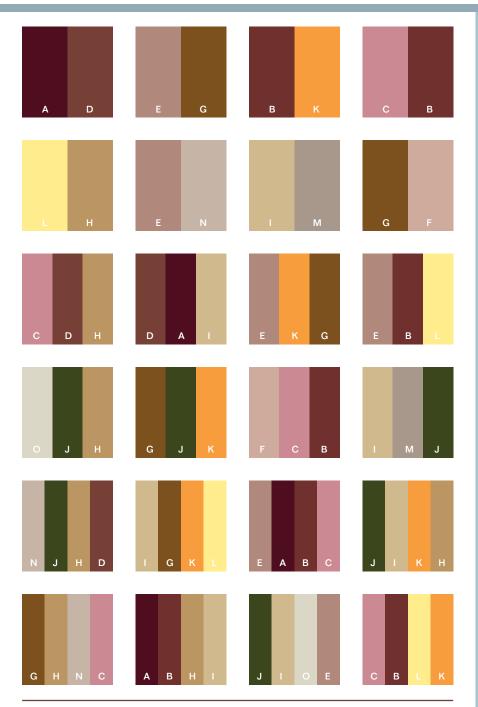
Description ✳ The Browntone contains colors from dark reddish brown to light dusty brown. Besides, the muddy green, orange, and yellow make them a natural harmony.

Meanings ☆ Simple, stable, solid, secure, sheltering

Implications ➜ Fertile, important, old-fashion, down-to-earth

Associations ◉ Earth, home, hearth, health, organic, food, coffee, chocolate, interior

BROWNTONE Color Combinations

EARTHTONE

	C	M	Y	K
A	30	50	60	80
B	20	30	40	50
C	10	15	30	30
D	20	70	90	70
E	15	50	90	50
F	5	20	40	20
G	10	80	100	50
H	0	55	100	10
I	0	5	50	5
J	55	25	85	70
K	50	5	80	25
L	25	0	40	5
M	55	30	20	50
N	30	15	10	30
O	20	10	10	10

EARTHTONE-I	EARTHTONE-D	EARTHTONE-G
EARTHTONE-F	EARTHTONE-H	EARTHTONE-A
EARTHTONE-F	EARTHTONE-J	EARTHTONE-E
EARTHTONE-L	EARTHTONE-A	EARTHTONE-J
EARTHTONE-F	EARTHTONE-D	EARTHTONE-M

HUE	▭ TONE
CONTRAST	▭ SIMILAR
SEPERATION	▭ GRADATION
WARM	▭ COOL
SOFT	▭ HARD
CLEAR	▭ GRAYISH

Description ✳ Earthtone colors come from natural things around us: brown soil, green leaf, cloudy sky, as well as the red sun. These palettes can create a warm, nature-friendly atmosphere.

Meanings ☆ Warm, safe, protective, sturdy, durable, rough

Implications ➜ Earthy, environmental, welcoming, bold

Associations ◉ Soil, forest, wood, countryside
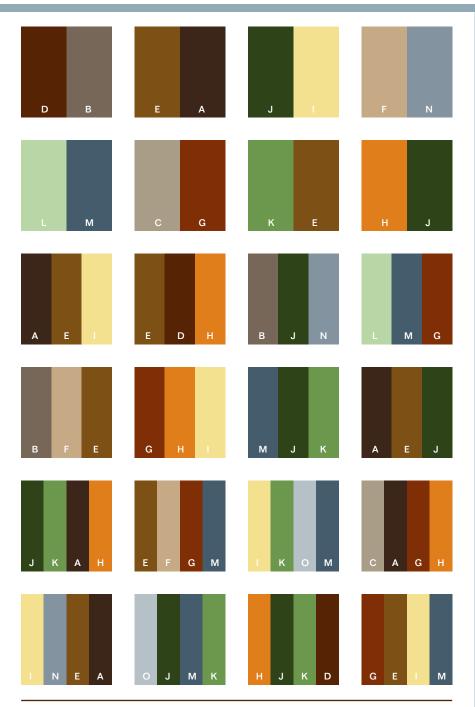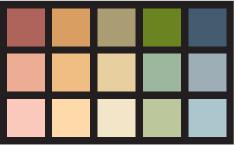
D	B
E	A
J	I
F	N
L	M
C	G
K	E
H	J
A	E	I
E	D	H
B	J	N
L	M	G
B	F	E
G	H	I
M	J	K
A	E	J
J	K	A	H
E	F	G	M
I	K	O	M
C	A	G	H
I	N	E	A
O	J	M	K
H	J	K	D
G	E	I	M

EARTHTONE Color Combinations

BEIGETONE

	C	M	Y	K
A	10	60	50	25
B	0	35	35	5
C	0	25	20	0
D	5	35	65	10
E	0	25	50	5
F	0	15	35	0
G	10	15	45	30
H	0	10	35	10
I	0	5	20	5
J	40	5	100	40
K	30	5	35	15
L	20	5	40	10
M	55	30	15	50
N	25	10	10	20
O	25	5	10	10

BEIGETONE-O
BEIGETONE-A
BEIGETONE-D

BEIGETONE-A
BEIGETONE-M
BEIGETONE-N

BEIGETONE-H
BEIGETONE-A
BEIGETONE-G

BEIGETONE-N
BEIGETONE-M
BEIGETONE-J

BEIGETONE-N
BEIGETONE-F
BEIGETONE-A

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH
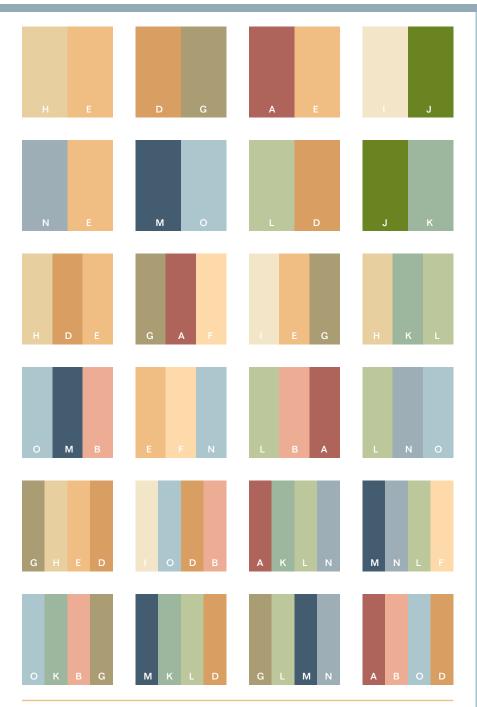
Description ✳ The Beigetone is distinctive and splendid. Their unusual colors from pale brown to grayish green and grayish blue are so beautiful and impressive.

Meanings ☆ Warm, calm, relaxing, comfort

Implications ➜ Welcoming, friendly, natural, artistic

Associations ◉ Interior, furniture, curtain
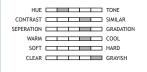
H E	D G	A E	I J
N E	M O	L D	J K
H D E	G A F	I E G	H K L
O M B	E F N	L B A	L N O
G H E D	I O D B	A K L N	M N L F
O K B G	M K L D	G L M N	A B O D

BEIGETONE Color Combinations

GRAYTONE

	C	M	Y	K
A	5	45	20	15
B	35	50	0	0
C	45	25	5	10
D	50	5	35	15
E	45	5	15	15
F	35	0	50	5
G	10	30	55	20
H	0	45	55	5
I	5	5	50	15
J	15	25	25	45
K	10	15	15	25
L	5	7	10	15
M	25	20	15	40
N	15	10	10	20
O	5	3	5	10

GRAYTONE-I	GRAYTONE-L	GRAYTONE-F
GRAYTONE-O	GRAYTONE-I	GRAYTONE-C
GRAYTONE-L	GRAYTONE-L	GRAYTONE-J
GRAYTONE-H	GRAYTONE-L	GRAYTONE-D
GRAYTONE-I	GRAYTONE-O	GRAYTONE-C

HUE	————	TONE
CONTRAST	————	SIMILAR
SEPERATION	————	GRADATION
WARM	————	COOL
SOFT	————	HARD
CLEAR	————	GRAYISH
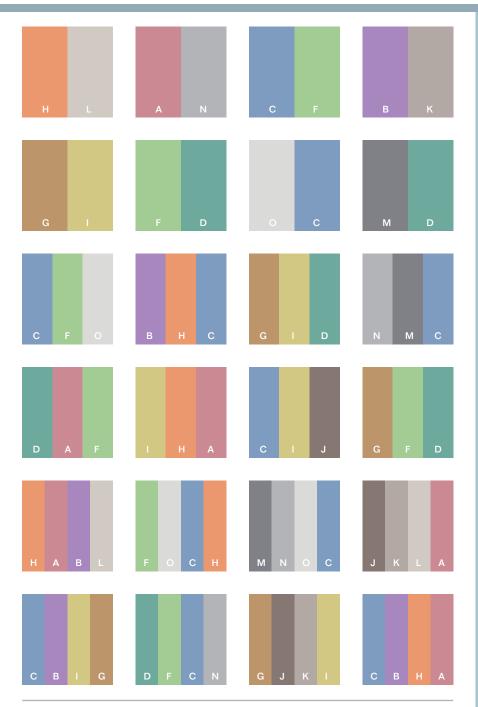
Description ✳ This Graytone is the collection of grayish colors including warm grays and cool grays that are sleek and practical.

Meanings ☆ Polite, tender, obscured, careful

Implications ➜ Classic, minimal, practical, sleek

Associations ◉ Cloud, fog, mist, crayon

H	L	A	N	C	F	B	K

| G | I | F | D | O | C | M | D |

| C | F | O | B | H | C | G | I | D | N | M | C |

| D | A | F | I | H | A | C | I | J | G | F | D |

| H | A | B | L | F | O | C | H | M | N | O | C | J | K | L | A |

| C | B | I | G | D | F | C | N | G | J | K | I | C | B | H | A |

GRAY Color Combinations

NEUTRAL

	C	M	Y	K
A	15	25	10	25
B	10	15	10	20
C	5	10	10	10
D	7	15	10	20
E	5	10	15	15
F	3	5	15	10
G	5	15	40	15
H	3	10	35	10
I	2	5	25	5
J	15	10	35	20
K	10	5	30	15
L	7	5	20	10
M	20	10	10	20
N	15	5	5	15
O	10	3	3	10

NEUTRAL-O	NEUTRAL-I	NEUTRAL-A
NEUTRAL-I	NEUTRAL-A	NEUTRAL-J
NEUTRAL-O	NEUTRAL-A	NEUTRAL-G
NEUTRAL-I	NEUTRAL-A	NEUTRAL-J
NEUTRAL-C	NEUTRAL-A	NEUTRAL-M

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
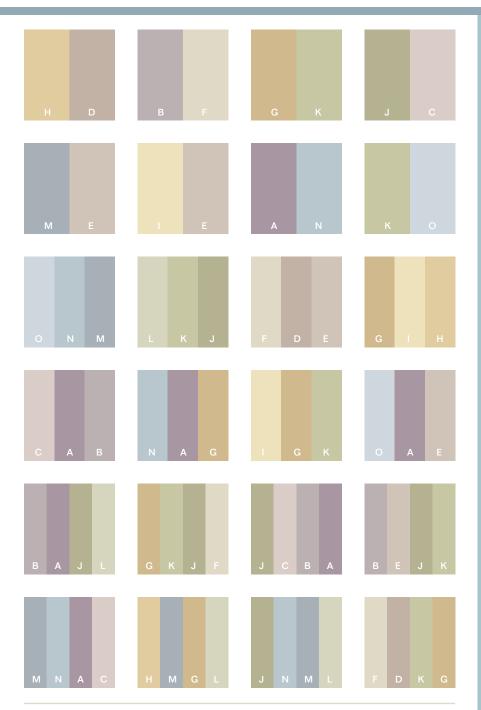
Description ✳ Neutral colors are colors that lack hue, usually they are very light colors such as gray, beige and taupe (brownish-gray). Neutral colors are usually dusky in nature and may be called "achromatic".

Meanings ☆ Modest, quiet, pale, light, harmonious

Implications → Natural, timeless, classic, unbiased, harmless

Associations ◉ Stone, sand, coral, packaging

| H | D | | B | F | | G | K | | J | C |

| M | E | | I | E | | A | N | | K | O |

| O | N | M | | L | K | J | | F | D | E | | G | I | H |

| C | A | B | | N | A | G | | I | G | K | | O | A | E |

| B | A | J | L | | G | K | J | F | | J | C | B | A | | B | E | J | K |

| M | N | A | C | | H | M | G | L | | J | N | M | L | | F | D | K | G |
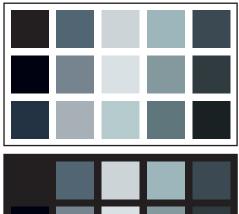
NEUTRAL Color Combinations

BLACK & WHITE
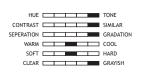
	C	M	Y	K
A	0	0	0	100
B	90	70	40	90
C	65	45	25	70
D	45	25	15	50
E	35	20	15	35
F	20	10	10	20
G	10	5	5	10
H	7	3	3	7
I	20	5	10	10
J	25	5	10	20
K	30	10	15	30
L	40	15	20	45
M	50	30	25	65
N	50	30	30	75
O	55	40	40	85
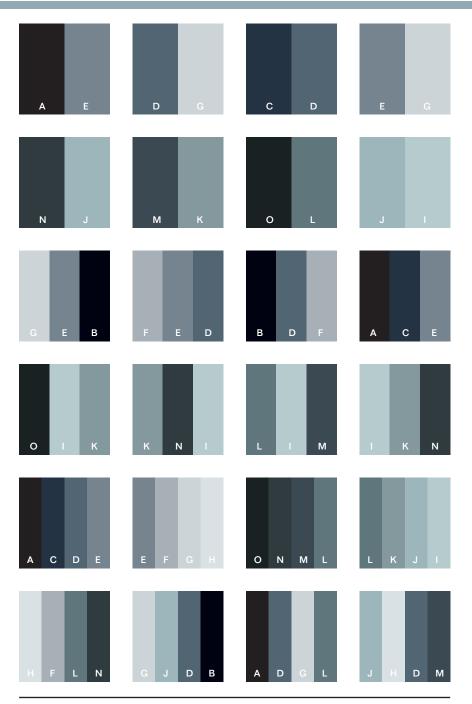
B&W-H	B&W-G	B&W-F
B&W-H	B&W -H	B&W-H
B&W-D	B&W-A	B&W-L
B&W-M	B&W-M	B&W-J
B&W-K	B&W-J	B&W-I

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

Description ✷ In spite of its name Black & White, this scheme does not have only 2 colors. All these shades come from the mixing of 4 process colors (CMYK) in 4-colors printing process.

Meanings ☆ Powerful, strong, durable, classic, elegant, sleek

Implications → Professional, expensive, minimal, mysterious

Associations ◉ Night, leather, dark, charcoal, 2-colors printing

BLACK & WHITE Color Combinations
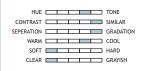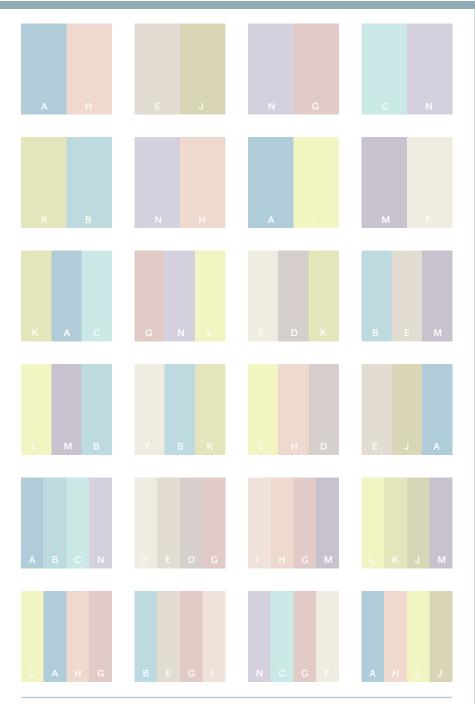
DELICATE

	C	M	Y	K
A	30	10	10	0
B	25	5	10	0
C	20	0	10	0
D	15	15	15	0
E	10	10	15	0
F	5	5	10	0
G	10	20	15	0
H	5	15	15	0
I	5	10	10	0
J	15	10	30	0
K	10	5	30	0
L	5	0	30	0
M	20	20	10	0
N	15	15	5	0
O	10	10	0	0

DELICATE DELICATE DELICATE
DELICATE DELICATE DELICATE
DELICATE DELICATE DELICATE
DELICATE DELICATE DELICATE
DELICATE DELICATE DELICATE

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH
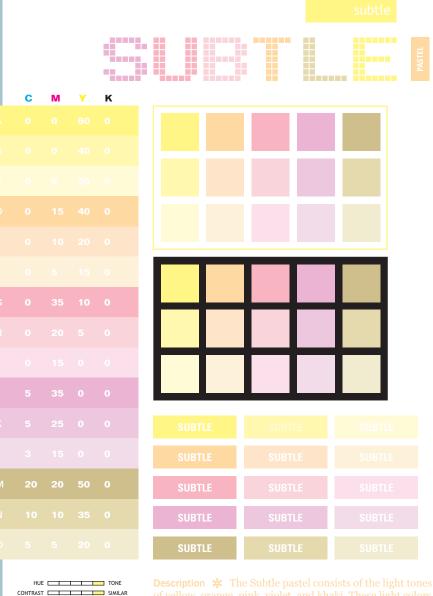
Description ✳ The Delicate pastel is a collection of the lightest tone of several colors that make it the most delicate and harmonious scheme.

Meanings ☆ Delicate, fragile, mild, fine, tender

Implications ➜ Pure, refined, sensitive, beginning

Associations ◉ Infant, glass, bedding

| A | H | | E | J | | N | G | | C | N |

| K | B | | N | H | | A | - | | M | F |

| K | A | C | | G | N | L | | F | D | K | | B | E | M |

| L | M | B | | F | B | K | | L | H | D | | E | J | A |

| A | B | C | N | | F | E | D | G | | I | H | G | M | | L | K | J | M |

| L | A | H | G | | B | E | G | I | | N | C | G | F | | A | H | L | J |

DELICATE Color Combinations

SUBTLE!

	C	M	Y	K
A	0	0	60	0
B	0	0	40	0
C	0	0	20	0
D	0	15	40	0
E	0	10	20	0
F	0	5	15	0
G	0	35	10	0
H	0	20	5	0
I	0	15	0	0
J	5	35	0	0
K	5	25	0	0
L	3	15	0	0
M	20	20	50	0
N	10	10	35	0
O	5	5	20	0

SUBTLE SUBTLE SUBTLE
SUBTLE SUBTLE SUBTLE
SUBTLE SUBTLE SUBTLE
SUBTLE SUBTLE SUBTLE
SUBTLE SUBTLE SUBTLE

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH

Description ✳ The Subtle pastel consists of the light tones of yellow, orange, pink, violet, and khaki. These light colors put together can create a very gentle, lovely mood.
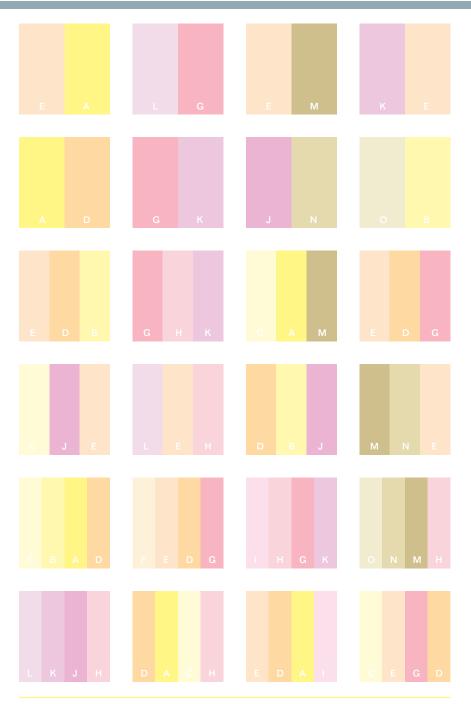
Meanings ☆ Soft, gentle, fine, sensitive

Implications ➡ Sweet, lovely, cute, alluring

Associations ◉ Rose, cosmetic, silk, clothes

Row 1: E A | L G | E M | K E

Row 2: A D | G K | J N | O B

Row 3: E D B | G H K | C A M | E D G

Row 4: C J E | L E H | D B J | M N E

Row 5: C B A D | F E D G | I H G K | O N M H

Row 6: L K J H | D A C H | E D A I | C E G D
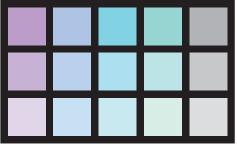
SUBTLE Color Combinations

CHARMING

PASTEL

	C	M	Y	K
A	25	40	0	0
B	20	30	0	0
C	10	15	0	0
D	30	15	0	0
E	25	10	0	0
F	20	5	0	0
G	45	0	10	0
H	30	0	5	0
I	20	0	5	0
J	40	0	20	0
K	25	0	10	0
L	15	0	10	0
M	0	0	0	35
N	0	0	0	25
O	0	0	0	15

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

CHARMING CHARMING CHARMING
CHARMING CHARMING CHARMING
CHARMING CHARMING CHARMING
CHARMING CHARMING CHARMING
CHARMING CHARMING CHARMING
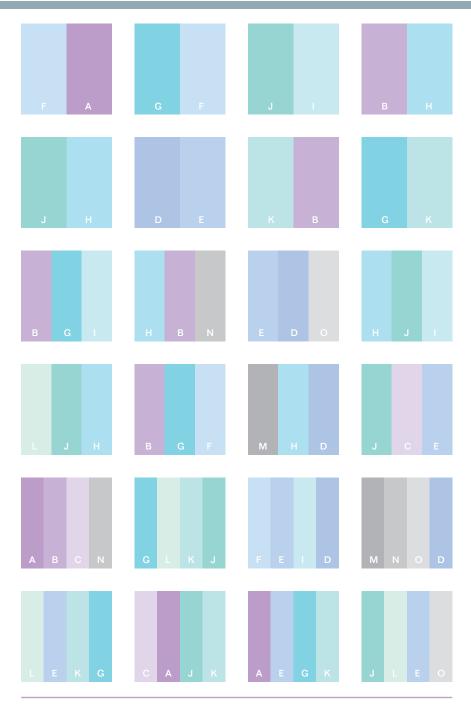
Description ✳ The Charming pastel looks attractive and soothing because of the pleasing cool light tones of purple, blue, green, and gray.

Meanings ☆ Attractive, pleasing, calm, cool, soothing

Implications ➜ Imaginary, dreamy, gentle, open

Associations ◉ Air, sky, ice, snow

| F | A | G | F | J | I | B | H |

| J | H | D | E | K | B | G | K |

| B | G | I | H | B | N | E | D | O | H | J | I |

| L | J | H | B | G | F | M | H | D | J | C | E |

| A | B | C | N | G | L | K | J | F | E | I | D | M | N | O | D |

| L | E | K | G | C | A | J | K | A | E | G | K | J | L | E | O |

CHARMING Color Combinations

DELIGHT

	C	M	Y	K
A	5	35	0	0
B	0	35	10	0
C	0	20	5	0
D	20	35	0	0
E	15	25	0	0
F	10	20	0	0
G	50	0	10	0
H	30	0	20	0
I	20	5	5	0
J	5	3	40	0
K	5	0	30	0
L	3	0	20	0
M	30	20	20	0
N	15	10	15	0
O	10	5	10	0

DELIGHT DELIGHT DELIGHT
DELIGHT DELIGHT DELIGHT
DELIGHT DELIGHT DELIGHT
DELIGHT DELIGHT DELIGHT
DELIGHT DELIGHT DELIGHT

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
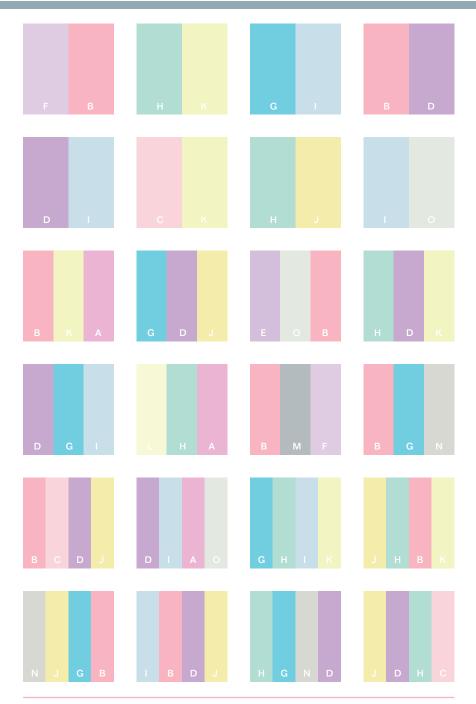
Description ✳ The Delight pastel contains numerous soft and light colors that represent a feeling of great happiness.

Meanings ☆ Happy, enjoy, pleased, enchanting

Implications ➜ Mellow, relaxed, smooth, cozy, delicate

Associations ◉ Cosmetic, perfume, interior walls

Row 1: F B | H K | G I | B D

Row 2: D I | C K | H J | I O

Row 3: B K A | G D J | E O B | H D K

Row 4: D G I | L H A | B M F | B G N

Row 5: B C D J | D I A O | G H I K | J H B K

Row 6: N J G B | I B D J | H G N D | J D H C
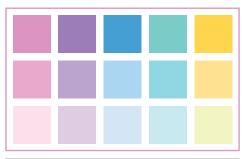
DELIGHT Color Combinations

ROMANTIC

	C	M	Y	K
A	10	50	0	0
B	5	40	0	0
C	0	15	0	0
D	40	55	0	0
E	25	35	0	0
F	10	20	0	0
G	65	20	0	5
H	30	5	0	0
I	15	5	0	0
J	50	0	25	0
K	40	0	10	0
L	20	0	5	0
M	0	15	80	0
N	0	10	50	0
O	5	0	30	0
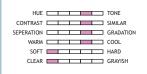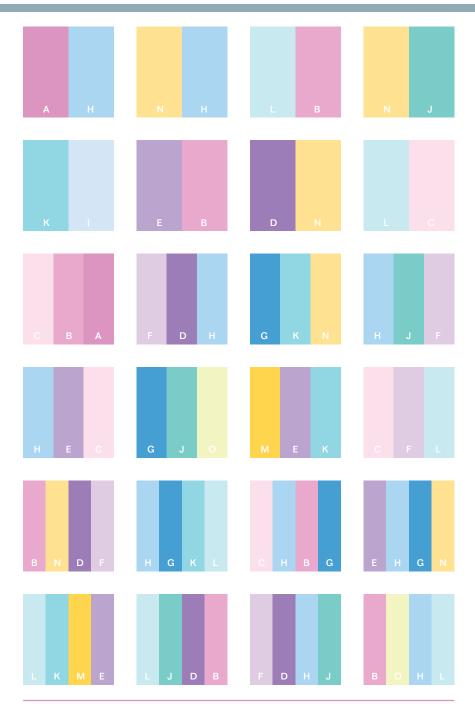
ROMANTIC-C	ROMANTIC-N	ROMANTIC-D
ROMANTIC-K	ROMANTIC-C	ROMANTIC-A
ROMANTIC-O	ROMANTIC-A	ROMANTIC-G
ROMANTIC-C	ROMANTIC-A	ROMANTIC-D
ROMANTIC-G	ROMANTIC-A	ROMANTIC-K

HUE ▭▭▭ TONE
CONTRAST ▭▭▭ SIMILAR
SEPERATION ▭▭▭ GRADATION
WARM ▭▭▭ COOL
SOFT ▭▭▭ HARD
CLEAR ▭▭▭ GRAYISH

Description ✳ The Romantic pastel embraces light to mid tones of pink and purple that create a strong feeling of love.

Meanings ☆ Sweet, tender, lovely, adorable, charming

Implications ➜ Dreamy, intimate, vulnerable

Associations ◉ Rose, fragrance, candlelight, bedding

A	H	N	H	L	B	N	J

K	I	E	B	D	N	L	C

C	B	A	F	D	H	G	K	N	H	J	F

H	E	C	G	J	O	M	E	K	C	F	L

B	N	D	F	H	G	K	L	C	H	B	G	E	H	G	N

L	K	M	E	L	J	D	B	F	D	H	J	B	O	H	L

ROMANTIC Color Combinations

SWEET

	C	M	Y	K
A	0	100	25	5
B	0	80	10	0
C	0	40	0	0
D	0	100	75	5
E	0	70	30	0
F	0	40	40	0
G	20	80	50	60
H	5	15	40	15
I	0	15	25	0
J	35	50	0	0
K	20	55	0	0
L	25	40	0	0
M	35	0	25	0
N	25	5	0	0
O	0	5	35	0

SWEET-O	SWEET-N	SWEET-D
SWEET-C	SWEET-D	SWEET-G
SWEET-E	SWEET-G	SWEET-B
SWEET-O	SWEET-N	SWEET-M
SWEET-B	SWEET-B	SWEET-E

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH

Description ✳ The dominant colors, red and pink tones, make this scheme so sweet. Originally, red and purple shades come from cherry, strawberry, blueberry, and raspberry while a dark brown shade comes from dark chocolate.

Meanings ☆ Sweet, delicious, lovely, appealing

Implications ➡ Happy, pleasing, kind, tender, sensitive

Associations ◉ Soft fruit, dessert, chocolate, ice cream, candy

A	E
D	B
F	I
K	N

C	B
G	A
I	H
M	O

B	A	F
G	E	D
F	B	N
H	J	I

O	F	E
K	B	I
M	E	O
L	B	C

G	A	B	C
E	D	K	A
E	D	F	G
B	F	J	C

L	O	F	M
H	O	F	B
K	I	B	N
O	J	H	M

SWEET Color Combinations

FANCY

	C	M	Y	K
A	0	40	95	0
B	0	30	90	0
C	0	20	75	0
D	0	90	40	0
E	0	75	30	0
F	0	45	5	0
G	10	90	0	0
H	10	70	0	0
I	5	35	0	0
J	100	0	5	5
K	90	0	5	0
L	65	0	5	0
M	90	0	50	0
N	65	0	30	0
O	45	0	20	0

FANCY-D	FANCY-J	FANCY-M
FANCY-K	FANCY-C	FANCY-G
FANCY-L	FANCY-O	FANCY-J
FANCY-F	FANCY-A	FANCY-D
FANCY-C	FANCY-G	FANCY-E

HUE ▬ TONE
CONTRAST ▬ SIMILAR
SEPERATION ▬ GRADATION
WARM ▬ COOL
SOFT ▬ HARD
CLEAR ▬ GRAYISH

Description ✳ The Fancy scheme is the collection of vibrant happy colors that can create a fun, entertaining atmosphere.

Meanings ☆ Funny, entertaining, enjoyable, exciting

Implications ➜ Blissful, lively, appealing, colorful

Associations ◉ Candy, fashion

FANCY Color Combinations

CHEERFUL

	C	M	Y	K
A	0	90	20	0
B	0	60	5	0
C	0	30	0	0
D	75	70	0	0
E	75	40	0	0
F	35	10	0	0
G	100	0	20	5
H	85	0	40	0
I	55	0	25	0
J	30	0	100	20
K	20	0	80	0
L	5	0	70	0
M	0	95	95	0
N	0	85	100	0
O	0	30	30	0

CHEERFUL-L	CHEERFUL-D	CHEERFUL-M
CHEERFUL-B	CHEERFUL-L	CHEERFUL-M
CHEERFUL-L	CHEERFUL-N	CHEERFUL-A
CHEERFUL-N	CHEERFUL-A	CHEERFUL-E
CHEERFUL-K	CHEERFUL-F	CHEERFUL-A

HUE —■— TONE
CONTRAST —■— SIMILAR
SEPERATION —■— GRADATION
WARM —■— COOL
SOFT —■— HARD
CLEAR ■— GRAYISH

Description ✳ The combination of cheerful magenta and active blue-green colors in the Cheerful scheme can create a delightful feeling.

Meanings ☆ Happy, fun, sweet, wonderful

Implications ➜ Exciting, active, energetic, moody

Associations ◉ Teenagers, girls, cosmetic

| A | H | D | F | K | N | E | A |

| L | D | I | B | G | F | D | O |

| H | A | D | M | E | K | A | H | D | F | E | A |

| A | B | F | L | M | I | F | M | B | K | I | E |

| A | M | K | I | B | G | A | O | F | D | B | A | O | A | F | I |

| I | B | E | M | K | J | G | D | A | D | G | L | D | E | K | M |

CHEERFUL Color Combinations

TENDER

	C	M	Y	K
A	40	90	50	30
B	30	100	20	0
C	5	90	0	0
D	0	100	70	0
E	0	60	15	0
F	0	35	10	0
G	5	15	100	0
H	5	0	100	0
I	5	0	60	0
J	80	10	80	0
K	60	10	60	0
L	40	5	40	0
M	80	55	0	0
N	65	25	0	0
O	35	5	0	0

TENDER-F	TENDER-G	TENDER-O
TENDER-O	TENDER-B	TENDER-D
TENDER-A	TENDER-B	TENDER-N
TENDER-I	TENDER-H	TENDER-B
TENDER-E	TENDER-C	TENDER-C

HUE	▬	TONE
CONTRAST	▬	SIMILAR
SEPERATION	▬	GRADATION
WARM	▬	COOL
SOFT	▬	HARD
CLEAR	▬	GRAYISH
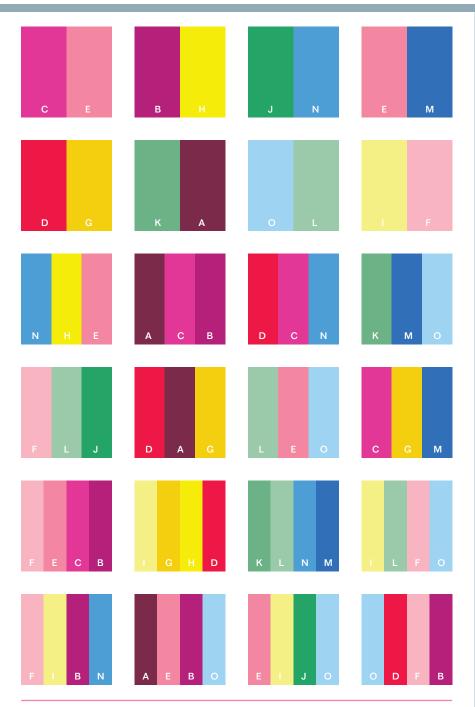
Description ✳ The Tender scheme is bright and gentle, consisting of magenta, red, yellow, green and blue in the mid tone.

Meanings ☆ Tender, sweet, fresh, joyful

Implications ➜ Loving, romantic, sensitive, careful
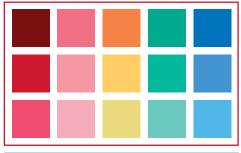
Associations ◉ Modern design
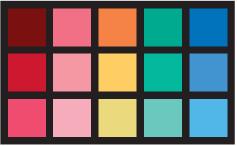
TENDER Color Combinations
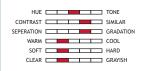
FESTIVAL

	C	M	Y	K
A	15	95	90	50
B	5	100	85	10
C	0	85	40	0
D	0	70	30	0
E	0	50	20	0
F	0	40	10	0
G	0	60	80	0
H	0	20	70	0
I	5	5	60	5
J	95	0	60	0
K	75	0	50	0
L	55	0	30	0
M	90	50	0	0
N	70	30	0	0
O	60	10	0	0

FESTIVAL-L	FESTIVAL-H	FESTIVAL-O
FESTIVAL-M	FESTIVAL	FESTIVAL-J
FESTIVAL-J	FESTIVAL-K	FESTIVAL-B
FESTIVAL-H	FESTIVAL-C	FESTIVAL-B
FESTIVAL-G	FESTIVAL-B	FESTIVAL-A

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
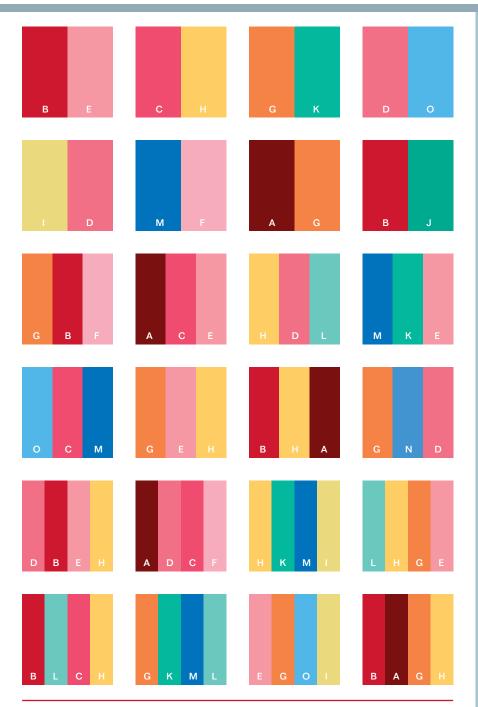
Description ✳ Festival is the scheme of movement, which is full of excitement from the mixture of striking red, orange, green, and blue.

Meanings ☆ Celebrated, dramatic, expressive, lively
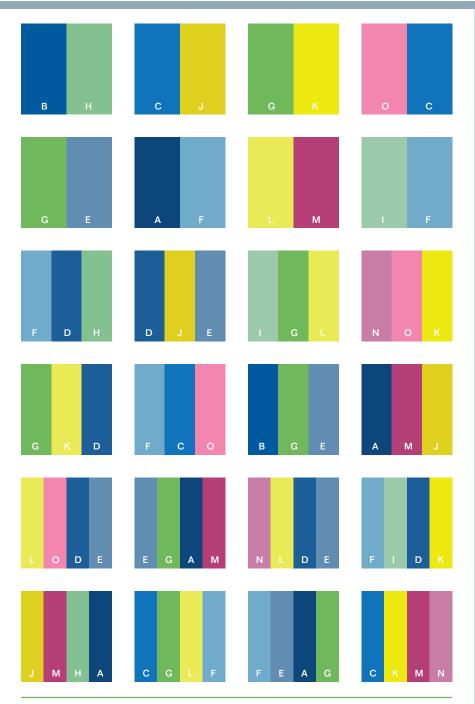
Implications ➜ Exciting, moving, entertaining, sociable

Associations ◉ Festival, concert, theme park

B	E

C	H

G	K

D	O

I	D

M	F

A	G

B	J

G	B	F

A	C	E

H	D	L

M	K	E

O	C	M

G	E	H

B	H	A

G	N	D

D	B	E	H

A	D	C	F

H	K	M	I

L	H	G	E

B	L	C	H

G	K	M	L

E	G	O	I

B	A	G	H

FESTIVAL Color Combinations

ACTIVE

	C	M	Y	K
A	100	80	25	10
B	100	70	10	0
C	85	50	0	0
D	90	60	10	10
E	60	30	10	10
F	55	20	10	0
G	60	5	85	0
H	50	5	55	0
I	40	5	40	0
J	15	10	100	0
K	10	0	100	0
L	10	0	80	0
M	30	90	30	0
N	20	60	10	0
O	0	60	5	0

ACTIVE-I	ACTIVE-K	ACTIVE-O
ACTIVE-O	ACTIVE-L	ACTIVE-M
ACTIVE-K	ACTIVE-M	ACTIVE-D
ACTIVE-M	ACTIVE-B	ACTIVE-C
ACTIVE-H	ACTIVE-D	ACTIVE-K

HUE ▬ TONE
CONTRAST ▬ SIMILAR
SEPERATION ▬ GRADATION
WARM ▬ COOL
SOFT ▬ HARD
CLEAR ▬ GRAYISH

Description ✳ The Active scheme is made of slightly grayish tones of navy, blue, green, yellow, and violet.

Meanings ☆ Active, fit, energetic, dynamic, direct

Implications ➜ Athletic, sporty, healthy, competitive

Associations ◉ Teenagers, sports

B	H
C	J
G	K
O	C

G	E
A	F
L	M
I	F

F	D	H
D	J	E
I	G	L
N	O	K

G	K	D
F	C	O
B	G	E
A	M	J

L	O	D	E
E	G	A	M
N	L	D	E
F	I	D	K

J	M	H	A
C	G	L	F
F	E	A	G
C	K	M	N

ACTIVE Color Combinations

COOL

	C	M	Y	K
A	100	20	20	70
B	60	10	10	20
C	40	5	5	5
D	55	60	0	0
E	50	40	0	0
F	25	25	0	0
G	100	50	0	10
H	60	10	0	0
I	60	0	5	0
J	90	0	20	0
K	50	0	10	0
L	30	0	5	0
M	75	0	50	0
N	45	0	35	0
O	35	0	25	0

COOL-I	COOL-L	COOL-D
COOL-N	COOL-I	COOL-B
COOL-O	COOL-G	COOL-D
COOL-L	COOL-E	COOL-M
COOL-L	COOL-G	COOL-D

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

Description ✳ The Cool scheme combines various cool shades of colors in the spectrum. The fresh blue, purple, and green make this scheme so fresh and cool.

Meanings ☆ Cold, fresh, crisp, wet, clean, clear

Implications ➜ Refreshing, soothing, open, truthful

Associations ☉ Rain, water, ice, snow, mint, air, pool, crystal

B	I

E	C

O	J

G	F

N	G

H	L

M	I

C	I

C	E	I

C	A	H

O	M	K

N	L	I

F	H	G

B	C	M

I	G	N

F	E	C

G	K	L	M

H	N	G	B

A	B	D	K

G	M	K	H

L	K	D	G

N	B	C	J

L	H	G	E

O	M	G	J
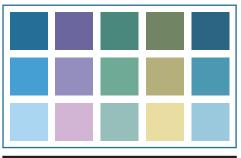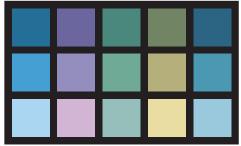
COOL Color Combinations

CALM

	C	M	Y	K
A	75	30	5	30
B	65	20	0	5
C	30	5	0	0
D	60	60	5	10
E	40	40	0	5
F	15	30	0	0
G	60	10	40	30
H	50	5	40	15
I	35	5	20	10
J	35	10	50	40
K	15	10	50	20
L	5	5	40	5
M	70	30	10	40
N	60	10	10	20
O	35	5	5	5
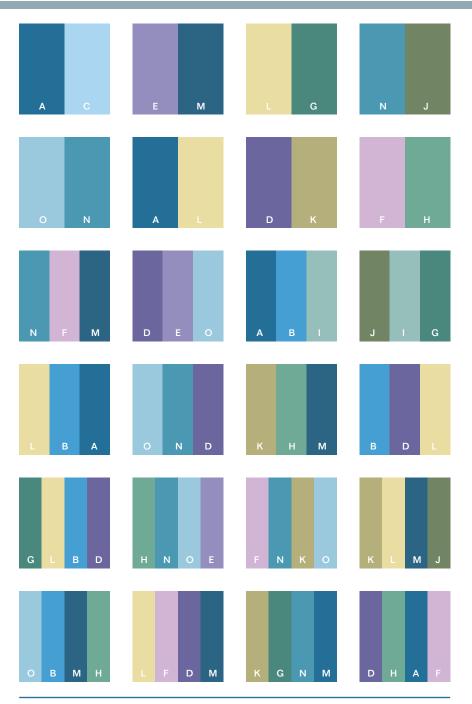
CALM-F	CALM-L	CALM-M
CALM-I	CALM-M	CALM-D
CALM-L	CALM-C	CALM-J
CALM-O	CALM-M	CALM-A
CALM-L	CALM-F	CALM-A

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ❋ The Calm scheme is the combination of grayish cool colors that create a peaceful, relaxing atmosphere.

Meanings ☆ Relaxed, quiet, tranquil, silent, peaceful

Implications ➜ Soft, smooth, tender, well-being

Associations ◉ Sea, sky

A	C	E	M	L	G	N	J
O	N	A	L	D	K	F	H
N	F	M	D	E	O	A	B	I	J	I	G
L	B	A	O	N	D	K	H	M	B	D	L
G	L	B	D	H	N	O	E	F	N	K	O	K	L	M	J
O	B	M	H	L	F	D	M	K	G	N	M	D	H	A	F

CALM Color Combinations

OCEAN

	C	M	Y	K
A	90	60	30	10
B	75	45	20	0
C	40	20	15	0
D	90	50	5	30
E	80	30	3	15
F	60	25	5	10
G	100	0	10	80
H	75	0	10	40
I	50	0	10	10
J	100	0	35	40
K	80	0	40	0
L	50	0	20	0
M	0	40	15	10
N	0	30	15	10
O	40	35	40	0

OCEAN-I	OCEAN-K	OCEAN-L
OCEAN-I	OCEAN-M	OCEAN-A
OCEAN-L	OCEAN-I	OCEAN-D
OCEAN-M	OCEAN-A	OCEAN-J
OCEAN-D	OCEAN-H	OCEAN-D

HUE ▭ TONE
CONTRAST ▭ SIMILAR
SEPERATION ▭ GRADATION
WARM ▭ COOL
SOFT ▭ HARD
CLEAR ▭ GRAYISH

Description ✳ The Ocean scheme comprises various tones of blue-green colors, from the bottom to the surface of the sea. All these colors put together create a peaceful, quiet environment.

Meanings ☆ Calm, quiet, tranquil, uplifting

Implications ➜ Natural, harmonious, fertile

Associations ◉ Resort, sea, modern design

B	F	A	E	H	K	L	N

G	O	J	L	D	I	M	C

C	B	A	F	E	D	I	H	G	L	K	J

E	A	I	K	H	N	C	G	F	N	L	J

F	I	D	G	L	H	K	E	A	B	F	N	D	M	G	O

L	K	D	I	F	B	C	A	M	H	L	D	O	H	I	F

OCEAN Color Combinations

MUTED

	C	M	Y	K
A	70	30	15	40
B	45	15	10	20
C	40	20	20	40
D	20	10	20	20
E	80	10	20	50
F	40	5	10	10
G	100	10	30	30
H	60	0	30	10
I	40	20	60	60
J	30	10	50	20
K	10	20	60	40
L	5	10	40	20
M	15	80	40	40
N	0	50	15	10
O	10	50	5	10
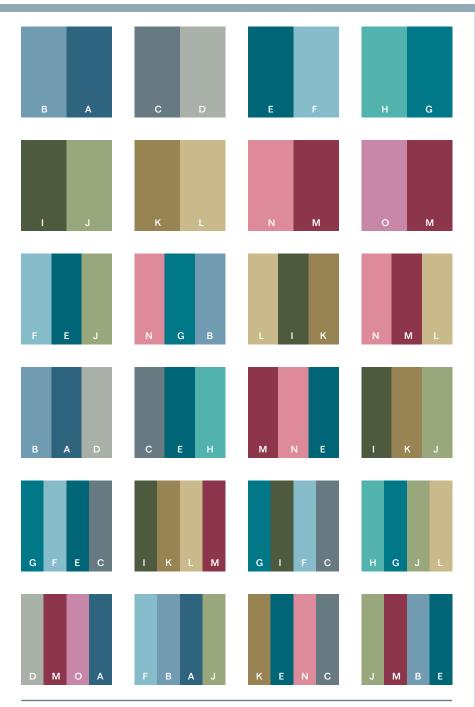
MUTED-B	MUTED-A	MUTED-D
MUTED-C	MUTED-F	MUTED-E
MUTED-H	MUTED	MUTED-J
MUTED-I	MUTED-L	MUTED-K
MUTED-N	MUTED-M	MUTED-M

HUE ▭ TONE
CONTRAST ▭ SIMILAR
SEPERATION ▭ GRADATION
WARM ▭ COOL
SOFT ▭ HARD
CLEAR ▭ GRAYISH

Description ✳ The Muted scheme is the collection of several muted colors. The slight contrast of low-key colors creates a dull sky ambience.

Meanings ☆ Subdued, quiet, plain, simple, edgy

Implications ➜ Sophisticated, urban, confused

Associations ◉ Cloud, office, uniform
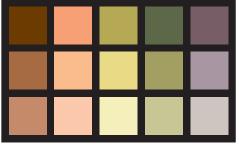
Row 1: B A | C D | E F | H G
Row 2: I J | K L | N M | O M
Row 3: F E J | N G B | L I K | N M L
Row 4: B A D | C E H | M N E | I K J
Row 5: G F E C | I K L M | G I F C | H G J L
Row 6: D M O A | F B A J | K E N C | J M B E

MUTED Color Combinations

WARM

	C	M	Y	K
A	15	60	100	60
B	10	50	70	30
C	5	40	50	20
D	0	45	55	0
E	0	30	45	0
F	0	25	30	0
G	10	10	70	25
H	5	5	55	5
I	2	2	30	2
J	40	20	60	50
K	15	10	60	30
L	10	5	40	15
M	20	40	20	50
N	15	25	10	25
O	5	10	10	15
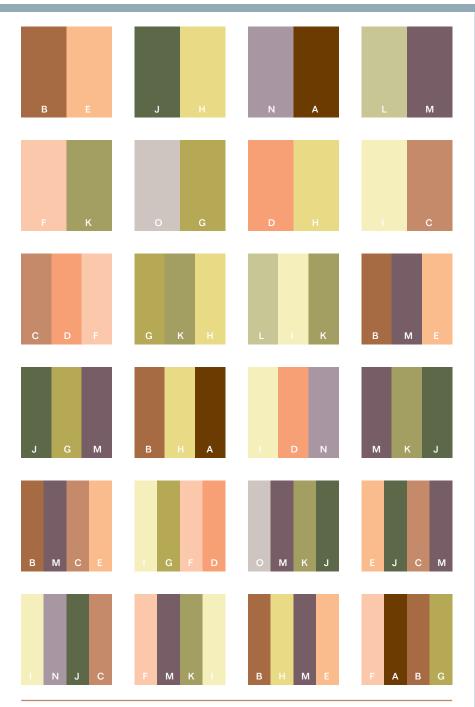
WARM-F	WARM	WARM-F
WARM-A	WARM-B	WARM-M
WARM-J	WARM-K	WARM-C
WARM	WARM-F	WARM-A
WARM-E	WARM-I	WARM-J

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Warm scheme encompasses yellow, brown, and gray from golden sunshine, creating a friendly, relaxing atmosphere.

Meanings ☆ Warm, mild, tender, cozy

Implications ➜ Inviting, nice, kind, friendly

Associations ◉ Heat, sunshine, dry, fall, candlelight
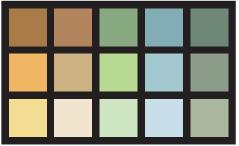
WARM Color Combinations

TRANQUIL

	C	M	Y	K
A	30	50	80	10
B	5	30	70	0
C	5	10	50	0
D	15	40	60	20
E	15	25	50	5
F	0	5	15	5
G	50	20	60	0
H	30	0	55	0
I	20	0	30	0
J	50	20	25	0
K	35	10	15	0
L	20	5	5	0
M	55	30	50	15
N	50	30	50	0
O	35	20	40	0
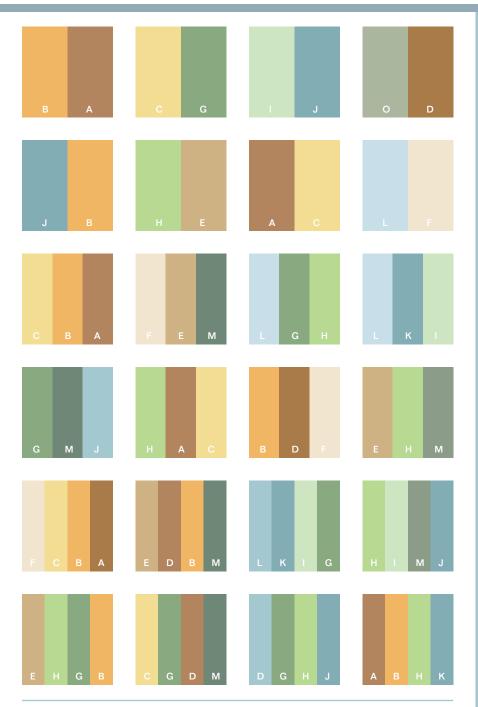
TRANQUIL-L	TRANQUIL-M	TRANQUIL-J
TRANQUIL-OI	TRANQUIL-C	TRANQUIL-G
TRANQUIL-L	TRANQUIL-N	TRANQUIL-J
TRANQUIL-C	TRANQUIL-D	TRANQUIL-N
TRANQUIL-I	TRANQUIL-L	TRANQUIL-C

HUE	—	TONE
CONTRAST	—	SIMILAR
SEPERATION	—	GRADATION
WARM	—	COOL
SOFT	—	HARD
CLEAR	—	GRAYISH

Description ✳ Tranquil is the scheme of peaceful and relaxing mood, containing grayish tone of orange, brown, blue, green, and gray.

Meanings ☆ Quiet, calm, relaxed, peaceful, restful, reassuring

Implications ➜ Gentle, slow down, silent, sleepy, dreamy

Associations ◉ Sleeping, nature

B	A
C	G
I	J
O	D

J	B
H	E
A	C
L	F

C	B	A
F	E	M
L	G	H
L	K	I

G	M	J
H	A	C
B	D	F
E	H	M

F	C	B	A
E	D	B	M
L	K	I	G
H	I	M	J

E	H	G	B
C	G	D	M
D	G	H	J
A	B	H	K

TRANQUIL Color Combinations

BEACH

	C	M	Y	K
A	5	95	75	20
B	0	50	80	0
C	0	10	30	0
D	15	30	35	50
E	5	15	20	20
F	3	5	15	10
G	55	5	80	25
H	35	0	50	5
I	15	0	30	0
J	100	0	30	5
K	60	0	20	0
L	40	0	10	0
M	100	5	20	25
N	95	0	10	0
O	60	0	5	0

BEACH-O	BEACH-H	BEACH-D
BEACH-C	BEACH-A	BEACH-B
BEACH-L	BEACH-M	BEACH-D
BEACH-I	BEACH-M	BEACH-G
BEACH-O	BEACH-A	BEACH-B

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Beach scheme comes from what we usually see on the beach such as sunshine, sand, tree, the sky, and the sea.

Meanings ☆ Cold, clear, bracing, refreshing, relaxing
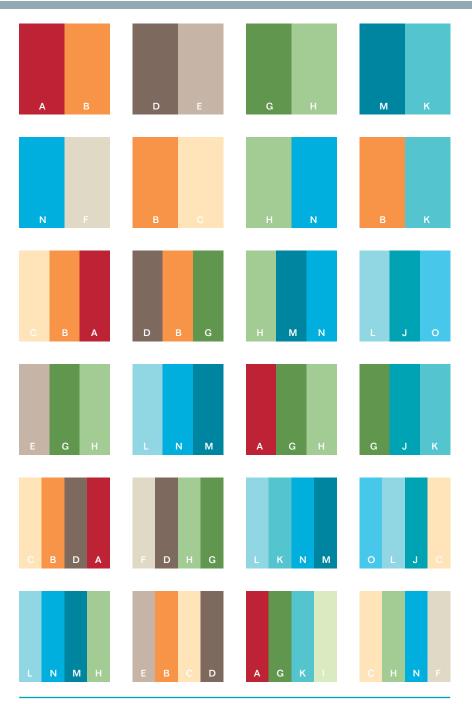
Implications ➜ Windy, seaside, sandy, aquatic, informal

Associations ◉ Beach, sky, ocean, sea, sand, sunshine

| A | B | | D | E | | G | H | | M | K |

| N | F | | B | C | | H | N | | B | K |

| C | B | A | | D | B | G | | H | M | N | | L | J | O |

| E | G | H | | L | N | M | | A | G | H | | G | J | K |

| C | B | D | A | | F | D | H | G | | L | K | N | M | | O | L | J | C |

| L | N | M | H | | E | B | C | D | | A | G | K | I | | C | H | N | F |

BEACH Color Combinations

RICH

	C	M	Y	K
A	25	90	10	60
B	10	100	30	50
C	10	100	20	30
D	20	40	90	70
E	15	35	100	40
F	10	35	100	20
G	90	100	10	50
H	100	50	20	70
I	80	20	70	70
J	100	25	25	70
K	60	25	10	40
L	60	10	10	20
M	90	30	60	80
N	65	45	30	60
O	15	10	20	30

RICH-F	RICH-F	RICH-L
RICH-O	RICH-N	RICH-M
RICH-L	RICH-L	RICH-F
RICH-F	RICH-G	RICH-A
RICH-K	RICH-F	RICH-J

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Rich scheme is the combination of deep tone colors that combine powerful rich red, stable deep blue and gorgeous gold together. As a result, Rich is the scheme of royalty, wealth, and stability.

Meanings ☆ Rich, wealthy, plentiful, precious, intense, heavy

Implications ➜ Honorable, honest, credible, dependable, stable

Associations ◉ Tradition, history, tapestry, wine, leather

C I	G K	F B	J L
M K	A J	O H	I E
B I K	J K O	L G F	B E N
K N H	I E D	L I C	D J K
C K G I	M N F O	C I H K	A I K O
E A H B	N K G C	I M J L	O E N M

RICH Color Combinations

ELEGANT

	C	M	Y	K
A	20	75	100	80
B	15	65	100	70
C	15	50	90	50
D	10	100	60	50
E	30	100	10	45
F	55	100	5	25
G	100	45	25	75
H	100	70	10	50
I	70	60	10	30
J	50	30	100	75
K	100	20	60	70
L	20	15	50	40
M	90	70	40	90
N	40	20	15	40
O	15	5	5	15

ELEGANT-N	ELEGANT-L	ELEGANT-K
ELEGANT-O	ELEGANT-N	ELEGANT-N
ELEGANT-C	ELEGANT-N	ELEGANT-M
ELEGANT-O	ELEGANT-L	ELEGANT-A
ELEGANT-L	ELEGANT-D	ELEGANT-B

HUE	▬	TONE
CONTRAST	▬	SIMILAR
SEPERATION	▬	GRADATION
WARM	▬	COOL
SOFT	▬	HARD
CLEAR	▬	GRAYISH
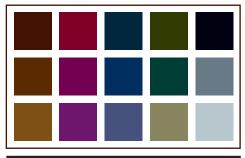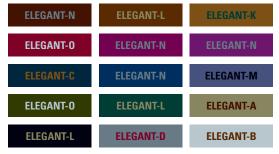
Description ✳ The Elegant scheme originally comes from the colors of jewel, ruby, emerald, sapphire as well as gold, silver, bronze, and copper.

Meanings ☆ Graceful, lofty, luxurious, polished, famed

Implications ➜ Intelligent, talented, sophisticated, respectful

Associations ◉ Gold, silver, bronze, copper, emerald, sapphire

A	E		B	I		H	N		L	C
I	G		N	D		E	J		K	M
A	D	L	B	I	D	L	H	I	G	N	K
F	I	K	J	H	N	B	F	N	J	L	A
L	B	C	J	N	O	G	I	G	I	F	D	C	A	K	M
H	L	K	O	K	M	C	A	D	L	I	H	O	I	M	J

ELEGANT Color Combinations

POWERFUL
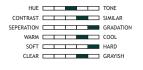
	C	M	Y	K
A	100	20	60	70
B	80	20	70	60
C	45	15	100	60
D	100	70	10	70
E	100	70	10	50
F	100	80	0	0
G	90	100	0	0
H	80	95	0	0
I	10	100	45	40
J	5	100	80	10
K	0	50	100	0
L	0	25	100	0
M	0	0	0	100
N	65	45	25	70
O	35	25	20	60

POWERFUL-K POWERFUL-L POWERFUL-L
POWERFUL-L POWERFUL-K POWERFUL-L
POWERFUL-L POWERFUL-K POWERFUL-L
POWERFUL-L POWERFUL-D POWERFUL-I
POWERFUL-L POWERFUL-K POWERFUL-L

HUE	▭	TONE
CONTRAST	▭	SIMILAR
SEPERATION	▭	GRADATION
WARM	▭	COOL
SOFT	▭	HARD
CLEAR	▭	GRAYISH
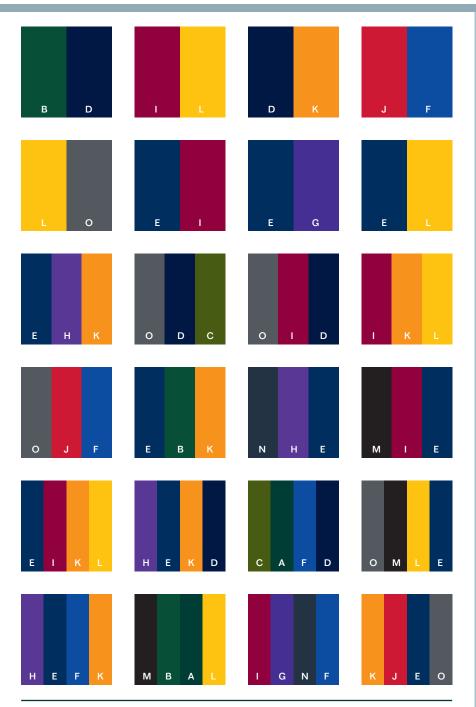
Description ✳ Powerful is the scheme of power, comprising deep tones of red, yellow, green, blue, purple as well as powerful black and charcoal gray.

Meanings ☆ Strong, forceful, important, influential, confident

Implications ➜ Violent, competitive, respected, effective

Associations ◉ Poisonous animal, military

POWERFUL Color Combinations

EXOTIC

	C	M	Y	K
A	70	100	0	0
B	45	90	0	0
C	20	90	0	0
D	0	100	25	5
E	0	90	20	0
F	0	80	10	0
G	10	100	80	40
H	10	95	95	0
I	0	70	100	5
J	5	35	70	10
K	0	20	100	0
L	0	10	85	0
M	90	70	40	90
N	100	20	25	75
O	100	10	30	60
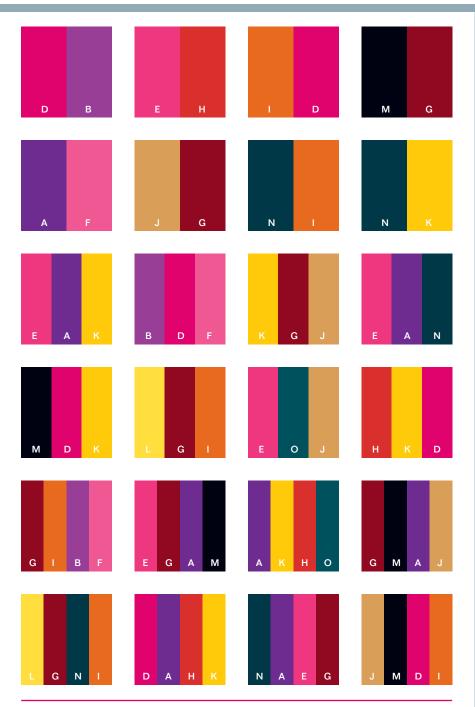
EXOTIC-F	EXOTIC-K	EXOTIC-K
EXOTIC-L	EXOTIC-G	EXOTIC-N
EXOTIC-K	EXOTIC-M	EXOTIC-N
EXOTIC-G	EXOTIC-D	EXOTIC-H
EXOTIC-E	EXOTIC-F	EXOTIC-J

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ Exotic is the scheme of alluring effect, the deepened mid-tone magenta and purple generate a passionate feeling.

Meanings ✰ Alluring, passionate, striking, sexy, desirable

Implications ➜ Exciting, captivating, daring, emotional, fiery

Associations ◉ Exotic decoration, glamorous packaging

| D | B | | E | H | | I | D | | M | G |

| A | F | | J | G | | N | I | | N | K |

| E | A | K | | B | D | F | | K | G | J | | E | A | N |

| M | D | K | | L | G | I | | E | O | J | | H | K | D |

| G | I | B | F | | E | G | A | M | | A | K | H | O | | G | M | A | J |

| L | G | N | I | | D | A | H | K | | N | A | E | G | | J | M | D | I |

EXOTIC Color Combinations

METALLIC

	C	M	Y	K
A	90	60	45	25
B	80	35	45	10
C	75	25	50	0
D	90	80	40	30
E	80	65	20	5
F	70	45	30	5
G	85	85	30	20
H	75	75	20	5
I	65	65	20	5
J	75	70	40	30
K	60	50	30	5
L	45	35	35	0
M	50	80	55	45
N	35	70	60	25
O	40	50	60	10

METALLIC-O	METALLIC-G	METALLIC-D
METALLIC-C	METALLIC-L	METALLIC-G
METALLIC-O	METALLIC-L	METALLIC-D
METALLIC-F	METALLIC-G	METALLIC-D
METALLIC-K	METALLIC-L	METALLIC-J

HUE ▬▬▬ TONE
CONTRAST ▬▬▬ SIMILAR
SEPERATION ▬▬▬ GRADATION
WARM ▬▬▬ COOL
SOFT ▬▬▬ HARD
CLEAR ▬▬▬ GRAYISH
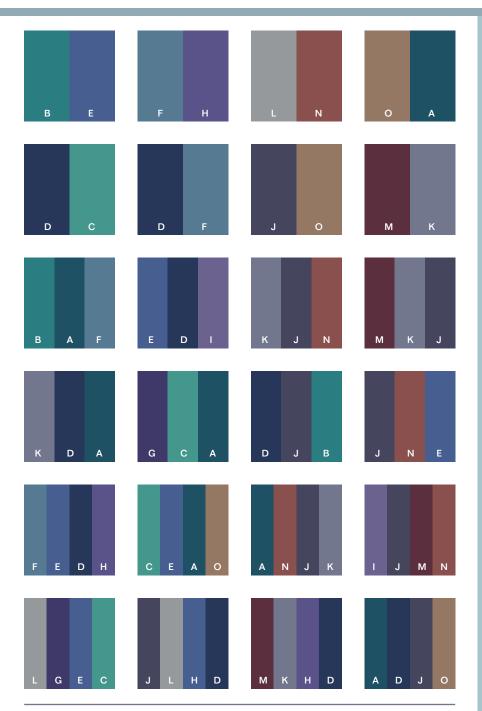
Description ✻ Most colors in the Metallic scheme are in dark and dull tones just like the hard surface of metallic substances.

Meanings ☆ Strong, hard, durable, tough

Implications ➜ Serious, authentic, powerful, intensive

Associations ◉ Metal, iron, steel, copper

B	E

F	H

L	N

O	A

D	C

D	F

J	O

M	K

B	A	F

E	D	I

K	J	N

M	K	J

K	D	A

G	C	A

D	J	B

J	N	E

F	E	D	H

C	E	A	O

A	N	J	K

I	J	M	N

L	G	E	C

J	L	H	D

M	K	H	D

A	D	J	O

METALLIC Color Combinations

CLASSIC
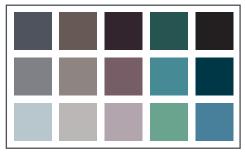
	C	M	Y	K
A	40	30	20	60
B	25	20	15	40
C	15	5	5	15
D	20	30	30	60
E	15	20	20	40
F	10	10	10	20
G	40	50	30	80
H	20	40	20	50
I	15	20	10	20
J	65	20	40	60
K	60	10	20	30
L	50	5	40	20
M	0	0	0	100
N	100	30	30	70
O	60	20	10	30
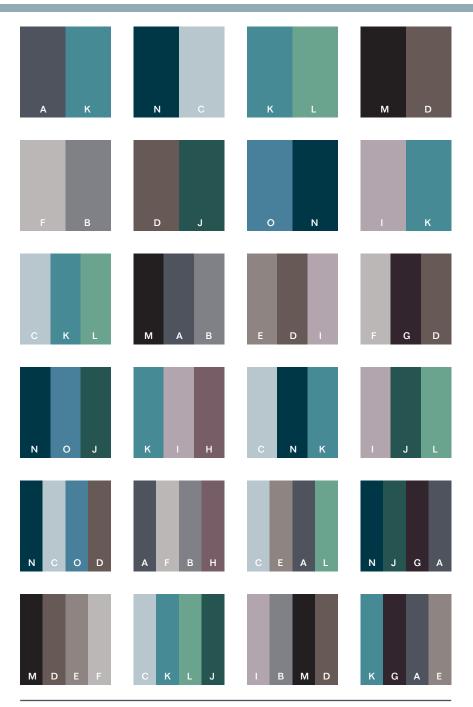
CLASSIC-C	CLASSIC-G	CLASSIC-N
CLASSIC-F	CLASSIC-G	CLASSIC-D
CLASSIC-I	CLASSIC-I	CLASSIC-G
CLASSIC-L	CLASSIC-N	CLASSIC-J
CLASSIC-O	CLASSIC-O	CLASSIC-N

HUE ▭▭▭▭ TONE
CONTRAST ▭▭▭▭ SIMILAR
SEPERATION ▭▭▭▭ GRADATION
WARM ▭▭▭▭ COOL
SOFT ▭▭▭▭ HARD
CLEAR ▭▭▭▭ GRAYISH

Description ✳ The Classic scheme derives from several durable objects found in nature such as sand, rock, and stone.

Meanings ☆ Timeless, plain, basic, uncomplicated

Implications ➜ Natural, essential, minimal

Associations ◉ Ancient, rock, stone, sand, pebble, cave

CLASSIC Color Combinations

MAGIC

	C	M	Y	K
A	65	90	10	40
B	55	100	5	15
C	35	50	0	0
D	80	95	0	35
E	65	75	0	0
F	30	30	0	0
G	100	90	5	15
H	60	50	0	0
I	40	30	0	0
J	70	40	0	20
K	60	30	0	0
L	30	5	0	0
M	70	30	15	40
N	45	15	5	20
O	15	5	5	5

MAGIC-C	MAGIC-K	MAGIC-A
MAGIC-L	MAGIC-I	MAGIC-G
MAGIC-C	MAGIC-D	MAGIC-M
MAGIC-G	MAGIC-D	MAGIC-M
MAGIC-L	MAGIC-A	MAGIC-E

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Magic scheme is the combination of enigmatic purple, meditative blue and spiritual gray, thus creating a sense of mystery.
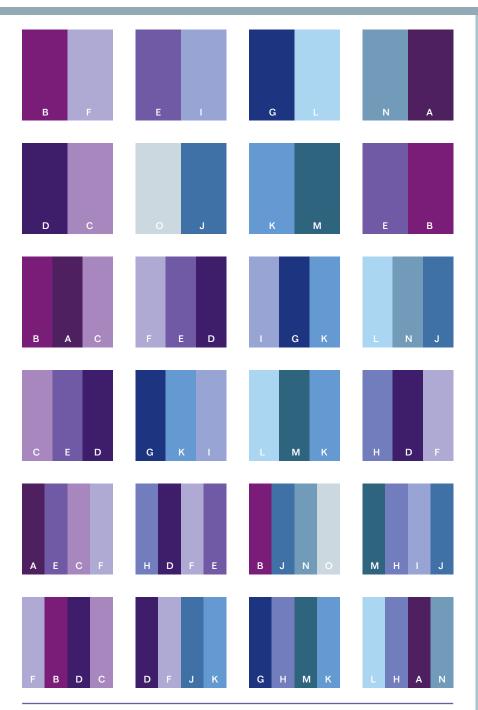
Meanings ☆ Mysterious, mystical, spiritual, surreal

Implications ➜ Enchanting, sublime, inspirational

Associations ◉ Magic, meditation, heaven
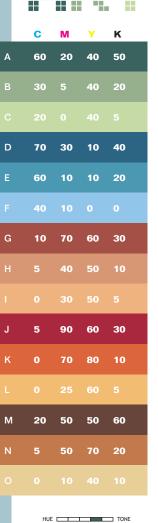
MAGIC Color Combinations

ART NOUVEAU

	C	M	Y	K
A	60	20	40	50
B	30	5	40	20
C	20	0	40	5
D	70	30	10	40
E	60	10	10	20
F	40	10	0	0
G	10	70	60	30
H	5	40	50	10
I	0	30	50	5
J	5	90	60	30
K	0	70	80	10
L	0	25	60	5
M	20	50	50	60
N	5	50	70	20
O	0	10	40	10
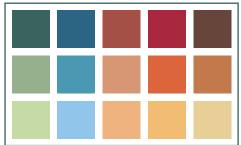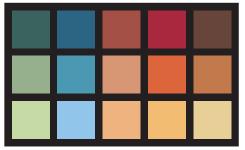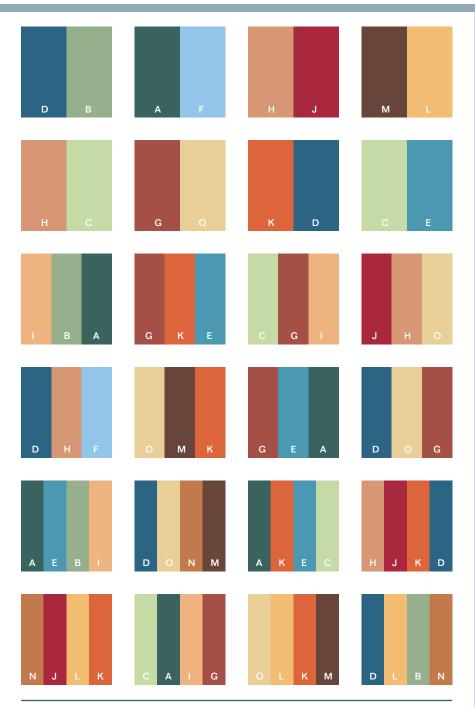
ART NOUVEAU-L	ART NOUVEAU-K	ART NOUVEAU-D
ART NOUVEAU-K	ART NOUVEAU-J	ART NOUVEAU-J
ART NOUVEAU-C	ART NOUVEAU-M	ART NOUVEAU-K
ART NOUVEAU-E	ART NOUVEAU-F	ART NOUVEAU-J
ART NOUVEAU-I	ART NOUVEAU-J	ART NOUVEAU-D

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH

Description ✳ This scheme is influenced by the Art Nouveau painting style that has a back-to-nature, countryside feeling.

Meanings ☆ Artistic, natural, earthy, muddy, warm

Implications ➜ Historic, countryside, handmade, safe

Associations ◉ Art Nouveau painting

| D | B | | A | F | | H | J | | M | L |

| H | C | | G | O | | K | D | | C | E |

| I | B | A | | G | K | E | | C | G | I | | J | H | O |

| D | H | F | | O | M | K | | G | E | A | | D | O | G |

| A | E | B | I | | D | O | N | M | | A | K | E | C | | H | J | K | D |

| N | J | L | K | | C | A | I | G | | O | L | K | M | | D | L | B | N |
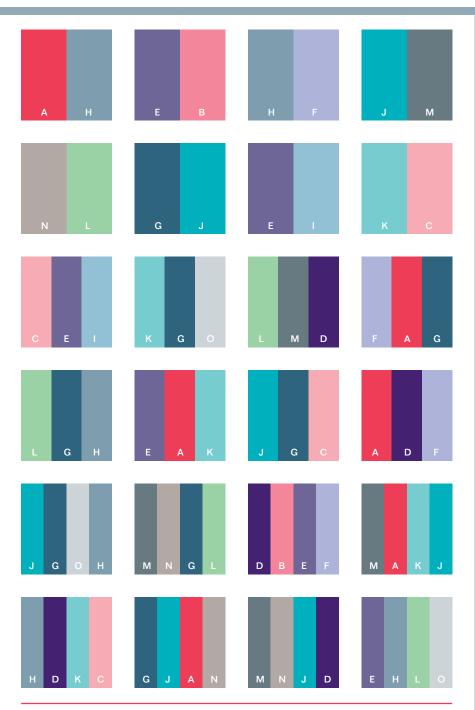
ART NOUVEAU Color Combinations

ART DECO

	C	M	Y	K
A	0	90	60	0
B	0	60	20	0
C	0	40	15	0
D	85	100	10	20
E	60	60	10	10
F	30	25	0	0
G	70	30	15	40
H	40	15	10	20
I	35	5	5	10
J	90	0	30	0
K	50	0	20	0
L	40	0	45	0
M	40	20	20	40
N	10	15	15	25
O	10	5	5	10

ART DECO-J	ART DECO-D	ART DECO-G
ART DECO-B	ART DECO-K	ART DECO-A
ART DECO-B	ART DECO-A	ART DECO-D
ART DECO-A	ART DECO-A	ART DECO-G
ART DECO-C	ART DECO-A	ART DECO-G

HUE	————	TONE
CONTRAST	————	SIMILAR
SEPERATION	————	GRADATION
WARM	————	COOL
SOFT	————	HARD
CLEAR	————	GRAYISH

Description ✷ This scheme is influenced by the Art Deco style in Progressive art design, that moves away from nature to a more industrial characteristic.

Meanings ☆ Stylish, alluring, fashionable,

Implications ➜ Creative, urban, industrial

Associations ◉ Art Deco design style

ART DECO Color Combinations

DECOR

	C	M	Y	K
A	10	100	60	50
B	5	90	60	30
C	10	50	20	30
D	10	30	100	30
E	0	35	100	0
F	0	20	25	0
G	50	20	40	50
H	20	20	30	50
I	15	15	60	30
J	100	20	20	80
K	100	50	5	10
L	25	5	15	5
M	40	60	10	30
N	10	20	10	20
O	30	25	0	0

DECOR-E	DECOR-L	DECOR-A
DECOR-J	DECOR-K	DECOR-G
DECOR-L	DECOR-F	DECOR-B
DECOR-F	DECOR-E	DECOR-G
DECOR-E	DECOR-J	DECOR-A

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

Description ✳ The Décor scheme is the result of mixing dull Art Nouveau colors with bright Art Deco colors. Consequently, this scheme is stunning and more contemporary.
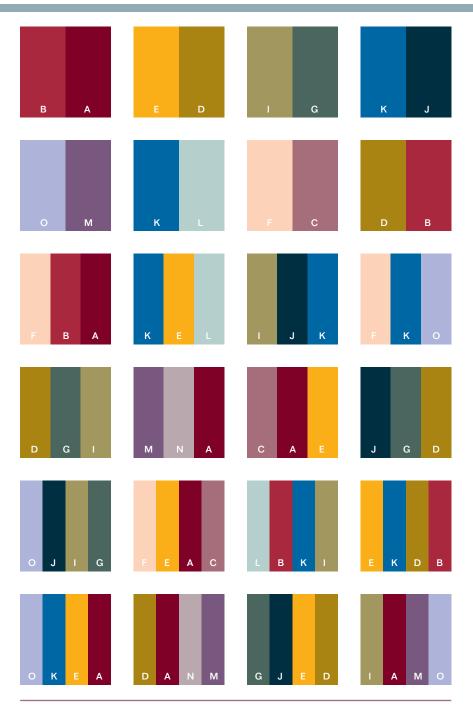
Meanings ☆ Stylish, trendy, contemporary, gracious

Implications ➜ Welcoming, friendly, appealing, civilized

Associations ◉ Art work, interior decoration
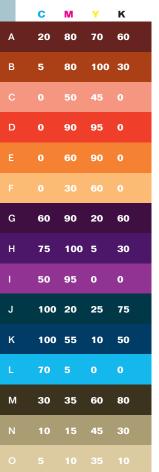
| B | A | | E | D | | I | G | | K | J |

| O | M | | K | L | | F | C | | D | B |

| F | B | A | | K | E | L | | I | J | K | | F | K | O |

| D | G | I | | M | N | A | | C | A | E | | J | G | D |

| O | J | I | G | | F | E | A | C | | L | B | K | I | | E | K | D | B |

| O | K | E | A | | D | A | N | M | | G | J | E | D | | I | A | M | O |

DECOR Color Combinations
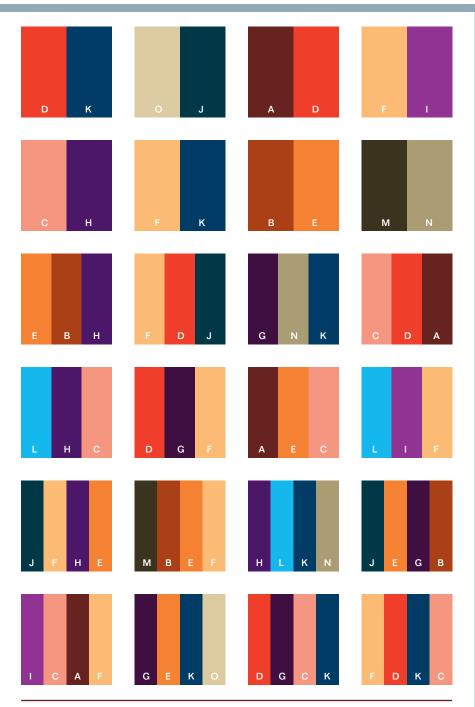
PROGRESSIVE

	C	M	Y	K
A	20	80	70	60
B	5	80	100	30
C	0	50	45	0
D	0	90	95	0
E	0	60	90	0
F	0	30	60	0
G	60	90	20	60
H	75	100	5	30
I	50	95	0	0
J	100	20	25	75
K	100	55	10	50
L	70	5	0	0
M	30	35	60	80
N	10	15	45	30
O	5	10	35	10

PROGRESSIVE-O   PROGRESSIVE-L   PROGRESSIVE-G
PROGRESSIVE-K   PROGRESSIVE-J   PROGRESSIVE-M
PROGRESSIVE-F   PROGRESSIVE-C   PROGRESSIVE-E
PROGRESSIVE-C   PROGRESSIVE-D   PROGRESSIVE-A
PROGRESSIVE-E   PROGRESSIVE-D   PROGRESSIVE-I

HUE —————— TONE
CONTRAST —————— SIMILAR
SEPERATION —————— GRADATION
WARM —————— COOL
SOFT —————— HARD
CLEAR —————— GRAYISH

Description ✳ The Progressive scheme is the collection of dark grayish tones of brown, blue, and purple, in contrast with bold orange and light blue. Therefore, this scheme is very strong and impressive.

Meanings ☆ Modern, strong, serious, bold

Implications ➜ Brave, determined, admiring, moving
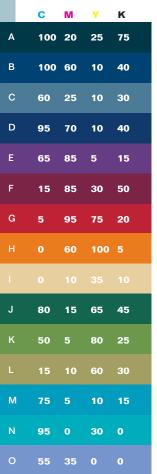
Associations ◉ Rock music, youth clothes

D	K

O	J

A	D

F	I

C	H

F	K

B	E

M	N

E	B	H

F	D	J

G	N	K

C	D	A

L	H	C

D	G	F

A	E	C

L	I	F

J	F	H	E

M	B	E	F

H	L	K	N

J	E	G	B

I	C	A	F

G	E	K	O

D	G	C	K

F	D	K	C
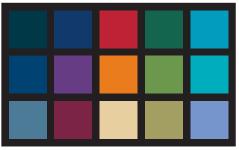
PROGRESSIVE Color Combinations

INTENSE

	C	M	Y	K
A	100	20	25	75
B	100	60	10	40
C	60	25	10	30
D	95	70	10	40
E	65	85	5	15
F	15	85	30	50
G	5	95	75	20
H	0	60	100	5
I	0	10	35	10
J	80	15	65	45
K	50	5	80	25
L	15	10	60	30
M	75	5	10	15
N	95	0	30	0
O	55	35	0	0

INTENSE-H	INTENSE-I	INTENSE-G
INTENSE-K	INTENSE-L	INTENSE-H
INTENSE-C	INTENSE-A	INTENSE-G
INTENSE-H	INTENSE-A	INTENSE-F
INTENSE-F	INTENSE-A	INTENSE-D

HUE —————— TONE
CONTRAST —————— SIMILAR
SEPERATION —————— GRADATION
WARM —————— COOL
SOFT —————— HARD
CLEAR —————— GRAYISH
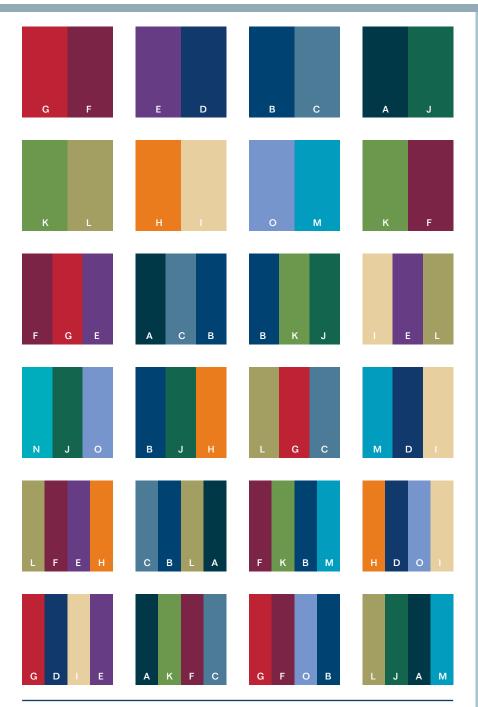
Description ✳ The Intense scheme combines dark and the dull tones of various colors. The result is striking intensive palettes.

Meanings ☆ Intensive, strong, stable, serious

Implications ➜ Powerful, durable, respectful, perfect

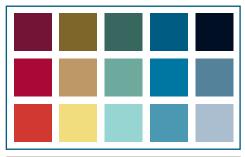**Associations** ◉ Uniform, packaging

INTENSE Color Combinations

HIGH-CLASS

	C	M	Y	K
A	15	90	40	55
B	5	100	65	30
C	5	90	85	10
D	15	30	80	50
E	5	25	55	25
F	2	5	60	5
G	60	15	40	50
H	50	5	35	15
I	40	0	20	0
J	100	30	10	40
K	95	15	5	30
L	60	10	10	20
M	100	70	40	80
N	55	20	10	30
O	25	10	5	10

HIGH-CLASS-F	HIGH-CLASS-I	HIGH-CLASS-M
HIGH-CLASS-A	HIGH-CLASS-M	HIGH-CLASS-B
HIGH-CLASS-M	HIGH-CLASS-A	HIGH-CLASS-J
HIGH-CLASS-F	HIGH-CLASS-M	HIGH-CLASS-C
HIGH-CLASS-C	HIGH-CLASS-B	HIGH-CLASS-M

HUE —— TONE
CONTRAST —— SIMILAR
SEPERATION —— GRADATION
WARM —— COOL
SOFT —— HARD
CLEAR —— GRAYISH

Description ✳ High-class scheme contains colors in deep dusty tones that show off good quality and style.

Meanings ☆ Luxurious, great, classy, superb, expensive

Implications ➜ Elegant, stylish, high quality, exclusive

Associations ◉ High-class products

Color swatch combinations labeled as follows:

Row 1: A C | D F | G H | J K
Row 2: M N | E C | L I | N O
Row 3: E D A | F C A | H I J | G H N
Row 4: J K I | M N O | A E F | B L F
Row 5: F C B A | E D M N | I G E J | H J N O
Row 6: I K L M | F J A N | M G A D | H F D J
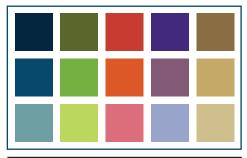
HIGH-CLASS Color Combinations

STYLISH
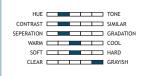
	C	M	Y	K
A	100	80	50	50
B	100	70	35	20
C	60	25	35	0
D	60	40	100	30
E	60	10	100	0
F	30	0	80	0
G	15	90	90	5
H	10	80	100	0
I	10	70	40	0
J	90	100	10	10
K	50	70	35	10
L	40	30	5	0
M	40	50	80	20
N	25	30	70	0
O	20	20	50	0
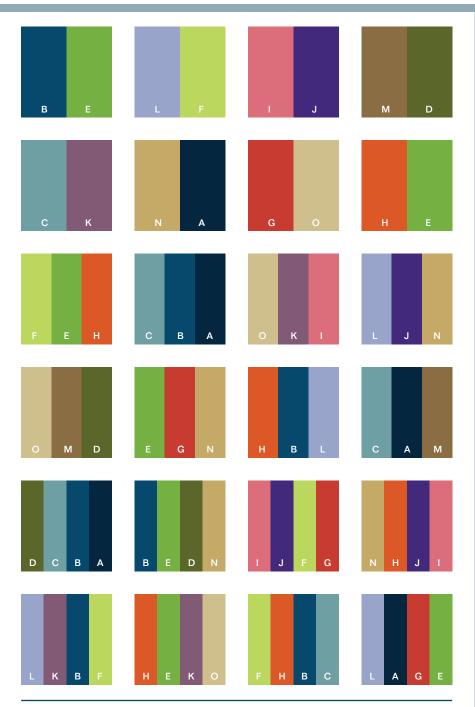
STYLISH-F	STYLISH-H	STYLISH-A
STYLISH-N	STYLISH-B	STYLISH-M
STYLISH-A	STYLISH-B	STYLISH-J
STYLISH-C	STYLISH-L	STYLISH-J
STYLISH-A	STYLISH-H	STYLISH-G

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ This scheme impresses people with stylish grayish tones of blue, green, red, purple, and brown.

Meanings ☆ Stylish, artistic, chic, fashionable

Implications ➜ Unique, unexpected, sophisticated, confident

Associations ◉ Modern design, art

| B | E | L | F | I | J | M | D |

| C | K | N | A | G | O | H | E |

| F | E | H | C | B | A | O | K | I | L | J | N |

| O | M | D | E | G | N | H | B | L | C | A | M |

| D | C | B | A | B | E | D | N | I | J | F | G | N | H | J | I |

| L | K | B | F | H | E | K | O | F | H | B | C | L | A | G | E |

STYLISH Color Combinations

EXPLORER

	C	M	Y	K
A	60	20	100	60
B	50	5	100	25
C	30	0	90	0
D	30	30	100	80
E	15	25	65	40
F	10	10	35	20
G	100	20	20	80
H	100	50	5	20
I	45	5	0	0
J	60	100	10	45
K	50	75	0	0
L	25	40	0	0
M	15	100	20	60
N	15	100	10	40
O	5	30	0	0

EXPLORER-C	EXPLORER-D	EXPLORER-D
EXPLORER-E	EXPLORER-A	EXPLORER-B
EXPLORER-L	EXPLORER-C	EXPLORER-J
EXPLORER-O	EXPLORER-M	EXPLORER-N
EXPLORER-F	EXPLORER-C	EXPLORER-J

HUE ▭ TONE
CONTRAST ▭ SIMILAR
SEPERATION ▭ GRADATION
WARM ▭ COOL
SOFT ▭ HARD
CLEAR ▭ GRAYISH

Description ✳ The Explorer scheme comes from colors in nature, especially the forest, the earth, and the sea. The stunning combination of green and brown incorporated with blue, purple, and red make them extremely beautiful.

Meanings ☆ Adventure, discovering, strange, exciting

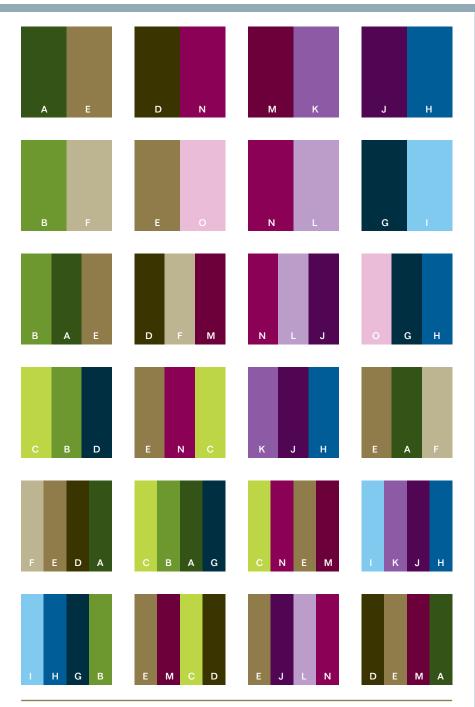**Implications** ➜ Freedom, leadership, innovative, environmental

Associations ◉ Journey, forest, earth, sea, sky

A	E

D	N

M	K

J	H

B	F

E	O

N	L

G	I

B	A	E

D	F	M

N	L	J

O	G	H

C	B	D

E	N	C

K	J	H

E	A	F

F	E	D	A

C	B	A	G

C	N	E	M

I	K	J	H

I	H	G	B

E	M	C	D

E	J	L	N

D	E	M	A

EXPLORER Color Combinations

CAMOUFLAGE
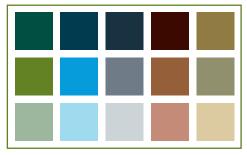
	C	M	Y	K
A	95	15	60	60
B	45	5	100	40
C	30	5	35	15
D	100	25	20	70
E	85	20	0	0
F	35	0	5	0
G	70	45	30	70
H	35	20	15	40
I	10	5	5	10
J	30	80	90	80
K	10	50	70	40
L	5	40	40	20
M	15	25	70	40
N	20	15	45	35
O	5	10	35	10
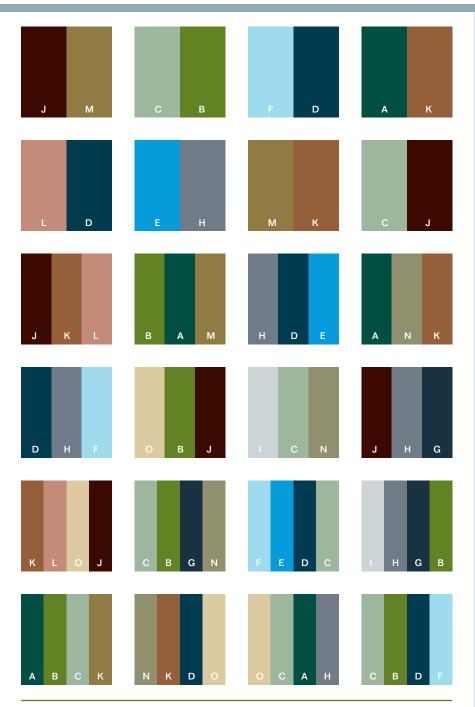
CAMOUFLAGE-C	CAMOUFLAGE-C	CAMOUFLAGE-B
CAMOUFLAGE-N	CAMOUFLAGE-D	CAMOUFLAGE-N
CAMOUFLAGE-M	CAMOUFLAG-O	CAMOUFLAGE-N
CAMOUFLAGE-K	CAMOUFLAGE-J	CAMOUFLAGE-O
CAMOUFLAGE-A	CAMOUFLAGE-C	CAMOUFLAGE-B

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

Description ✳ This is the scheme of hiding and concealing, especially in a dense forest. The Camouflage scheme involves soil brown, leaf green, sky blue, and night gray.
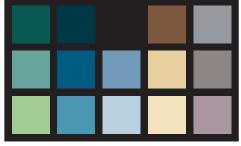
Meanings ☆ Hiding, conceal, obscure, vague, confused

Implications ➡ Natural, adventure, difficult, hostile

Associations ◉ Forest, leaves, ground, soldier uniform

| J | M | | C | B | | F | D | | A | K |

| L | D | | E | H | | M | K | | C | J |

| J | K | L | | B | A | M | | H | D | E | | A | N | K |

| D | H | F | | O | B | J | | I | C | N | | J | H | G |

| K | L | O | J | | C | B | G | N | | F | E | D | C | | I | H | G | B |

| A | B | C | K | | N | K | D | O | | O | C | A | H | | C | B | D | F |

CAMOUFLAG Color Combinations

INDY

	C	M	Y	K
A	80	15	50	55
B	50	5	30	20
C	35	0	50	5
D	100	20	25	75
E	100	30	10	40
F	60	10	10	20
G	0	0	0	100
H	45	15	5	20
I	20	5	3	8
J	15	45	60	50
K	0	10	35	10
L	0	5	25	5
M	20	15	10	30
N	15	20	20	40
O	15	25	10	25

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

INDY-H	INDY-K	INDY-D
INDY-C	INDY-L	INDY-D
INDY-O	INDY-A	INDY-J
INDY-C	INDY-D	INDY-O
INDY-D	INDY-L	INDY-G

Description ✳ The Indy Scheme contains green, blue, and brown in distinctive grayish tones that make this scheme so independent.

Meanings ☆ Independent, unpredictable, entertaining

Implications ➜ Creative, confident, self-sufficient

Associations ◉ Youth, modern design

| E | F | | J | N | | B | E | | C | H |

| L | O | | I | H | | E | F | | B | A |

| H | E | D | | I | M | A | | J | N | K | | G | N | A |

| F | I | B | | C | E | D | | L | M | G | | A | D | H |

| D | H | F | I | | C | B | A | K | | L | J | C | O | | N | D | G | F |

| L | C | B | D | | H | A | G | D | | C | B | D | J | | E | D | H | K |

INDY Color Combinations

CASUAL

	C	M	Y	K
A	70	40	40	15
B	70	40	40	0
C	60	30	20	0
D	70	40	0	0
E	40	20	0	0
F	40	10	0	0
G	70	50	60	30
H	60	40	70	15
I	45	30	80	10
J	50	40	50	10
K	40	40	70	10
L	25	25	80	0
M	25	20	70	0
N	10	10	50	0
O	5	5	30	0

CASUAL-N	CASUAL-N	CASUAL-F
CASUAL-G	CASUAL-A	CASUAL-B
SELECTVIE-C	CASUAL-M	CASUAL-G
CASUAL-L	CASUAL-G	CASUAL-K
CASUAL-A	CASUAL-I	CASUAL-K

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Casual scheme consists of steel blue, slate gray, and khaki (dull green-brown and yellow-brown). This combination creates an easy, relaxed characteristic.

Meanings ☆ Relaxed, comfortable, easy, simple

Implications ➜ Smart, individual, warm
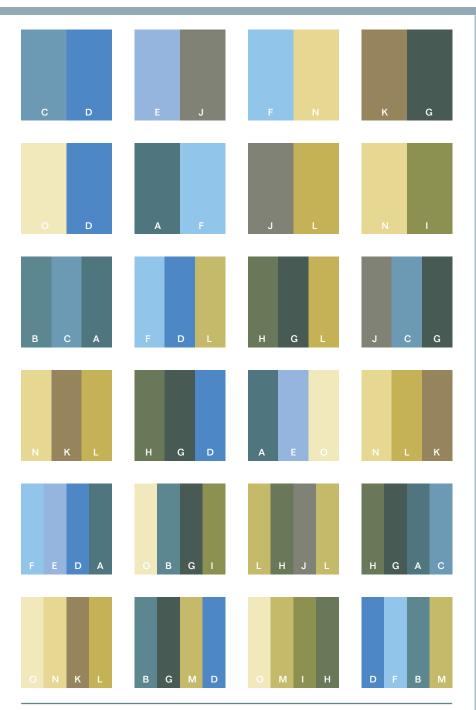
Associations ◉ Men clothes

C D	E J	F N	K G
O D	A F	J L	N I
B C A	F D L	H G L	J C G
N K L	H G D	A E O	N L K
F E D A	O B G I	L H J L	H G A C
O N K L	B G M D	O M I H	D F B M
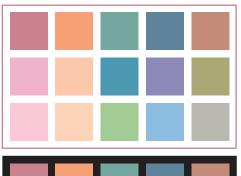
CASUAL Color Combinations

UNIQUE

	C	M	Y	K
A	5	50	20	15
B	3	35	5	0
C	0	25	5	0
D	0	45	55	0
E	0	25	30	0
F	0	20	25	0
G	45	5	30	20
H	60	10	10	20
I	35	0	50	5
J	50	20	10	30
K	40	40	0	10
L	40	10	0	5
M	5	40	40	20
N	15	10	50	25
O	10	10	15	20

UNIQUE-I	UNIQUE-H	UNIQUE-D
UNIQUE-H	UNIQUE-K	UNIQUE-G
UNIQUE-F	UNIQUE-D	UNIQUE-A
UNIQUE-D	UNIQUE-I	UNIQUE-A
UNIQUE-I	UNIQUE-E	UNIQUE-J

HUE ▭▭ TONE
CONTRAST ▭▭ SIMILAR
SEPERATION ▭▭ GRADATION
WARM ▭▭ COOL
SOFT ▭▭ HARD
CLEAR ▭▭ GRAYISH
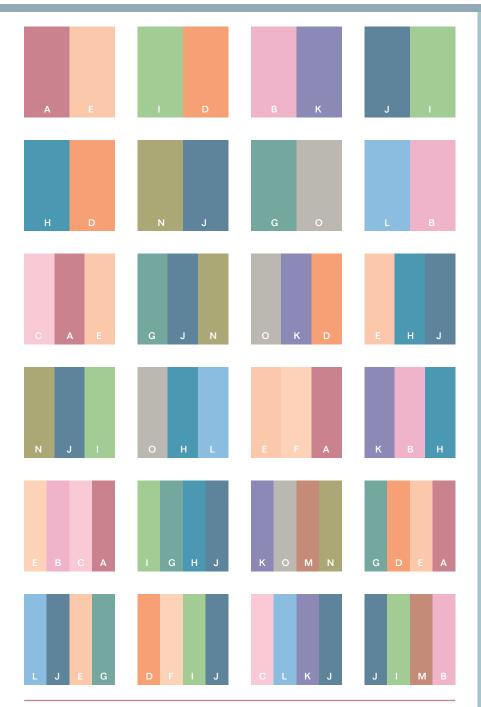
Description ✳ The Unique scheme is the mixture of unusual colors, especially in grayish shades, that create an unexpected ambience.

Meanings ☆ Distinctive, unusual, special, diverse

Implications ➜ Personal, warm, friendship

Associations ◉ Artwork, decoration

Color swatch combinations:

Row 1: A E | I D | B K | J I
Row 2: H D | N J | G O | L B
Row 3: C A E | G J N | O K D | E H J
Row 4: N J I | O H L | E F A | K B H
Row 5: E B C A | I G H J | K O M N | G D E A
Row 6: L J E G | D F I J | C L K J | J I M B

AT EASE

	C	M	Y	K
A	75	60	30	0
B	70	50	20	0
C	50	30	10	0
D	80	60	20	0
E	70	30	20	0
F	50	20	20	0
G	90	45	30	5
H	80	30	20	0
I	30	0	20	0
J	0	50	50	5
K	0	40	50	0
L	0	20	45	0
M	20	30	50	0
N	10	10	30	0
O	5	0	30	0

AT EASE-L	AT EASE-K	AT EASE-L
AT EASE-O	AT EASE-N	AT EASE-O
AT EASE-I	AT EASE-L	AT EASE-H
AT EASE-O	AT EASE-H	AT EASE-D
AT EASE-O	AT EASE-J	AT EASE-D

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The mixing of turquoise (greenish blue) and beige (pale brown) make the At Ease scheme so easy-going and relaxing.

Meanings ☆ Comfortable, relieved, restful, easy

Implications ➜ Pleasure, peace, simple, cool
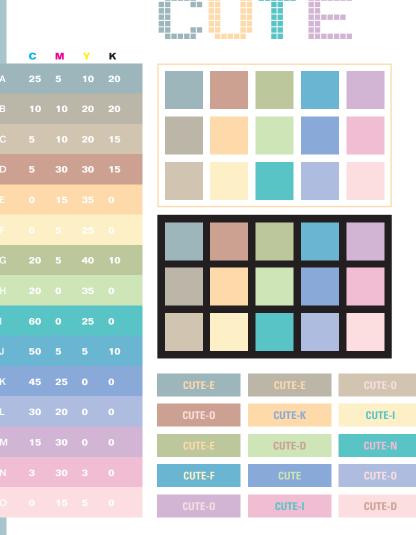
Associations ◉ Sea, beach

B	D

C	E

H	K

M	J

L	F

I	G

B	N

O	L

B	C	D

E	F	I

N	G	I

H	K	L

O	N	J

L	H	F

I	A	C

E	N	M

I	F	H	D

E	C	A	L

N	M	G	O

C	K	D	F

O	N	J	M

I	G	H	A

G	K	L	M

N	G	F	D

AT EASE Color Combinations

CUTE

	C	M	Y	K
A	25	5	10	20
B	10	10	20	20
C	5	10	20	15
D	5	30	30	15
E	0	15	35	0
F	0	5	25	0
G	20	5	40	10
H	20	0	35	0
I	60	0	25	0
J	50	5	5	10
K	45	25	0	0
L	30	20	0	0
M	15	30	0	0
N	3	30	3	0
O	0	15	5	0

CUTE-E	CUTE-E	CUTE-O		
CUTE-O	CUTE-K	CUTE-I		
CUTE-E	CUTE-D	CUTE-N		
CUTE-F	CUTE	CUTE-O		
CUTE-O	CUTE-I	CUTE-D		

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
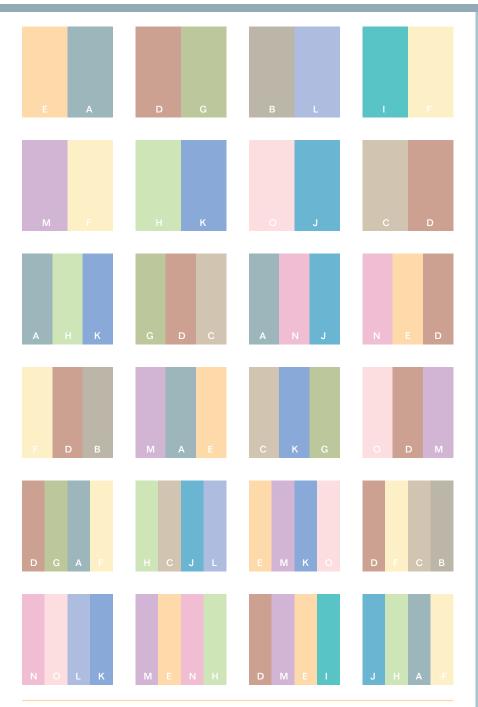
Description ✳ The Cute scheme has sweet and lovely qualities in common, just like pretty girls.

Meanings ☆ Cute, pretty, sweet, lovely, tender

Implications ➜ Fashionable, sensitive, delicate

Associations ◉ Gift, girls, ice cream

Row 1: E A | D G | B L | I F

Row 2: M F | H K | O J | C D

Row 3: A H K | G D C | A N J | N E D

Row 4: F D B | M A E | C K G | O D M

Row 5: D G A F | H C J L | E M K O | D F C B

Row 6: N O L K | M E N H | D M E I | J H A -F

CUTE Color Combinations

BRILLIANT
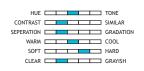
	C	M	Y	K
A	95	15	60	60
B	55	0	95	0
C	20	0	40	0
D	100	70	10	50
E	100	10	5	15
F	60	10	0	0
G	0	100	25	5
H	95	0	15	5
I	75	0	10	0
J	5	95	60	30
K	0	65	95	0
L	0	30	100	0
M	100	80	40	90
N	35	15	10	30
O	0	10	35	10

BRILLIANT-L   BRILLIANT-K   BRILLIANT-E
BRILLIANT-I   BRILLIANT-L   BRILLIANT-G
BRILLIANT-F   BRILLIANT-G   BRILLIANT-D
BRILLIANT-L   BRILLIANT-I   BRILLIANT-E
BRILLIANT-F   BRILLIANT-G   BRILLIANT-K

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH
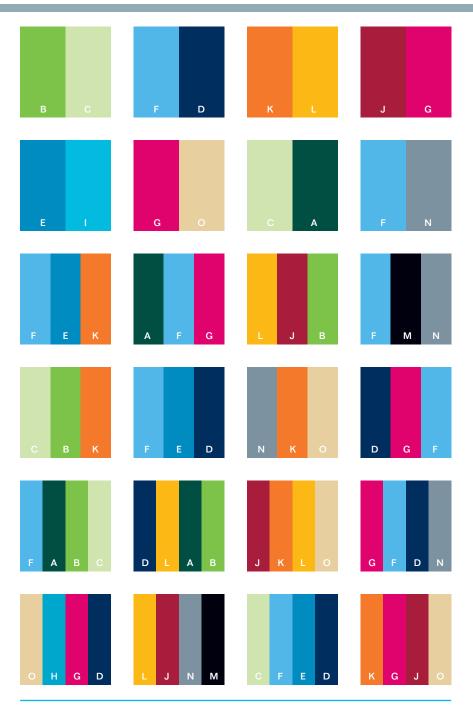
Description ✳ Brilliant scheme mainly contains bright green-blue colors, contrasting with shining magenta and orange.

Meanings ☆ Bright, strong, quick, active

Implications ➡ Smart, intelligence, success, high technology

Associations ◉ Sign, printing

B	C
F	D
K	L
J	G

E	I
G	O
C	A
F	N

F	E	K
A	F	G
L	J	B
F	M	N

C	B	K
F	E	D
N	K	O
D	G	F

F	A	B	C
D	L	A	B
J	K	L	O
G	F	D	N

O	H	G	D
L	J	N	M
C	F	E	D
K	G	J	O
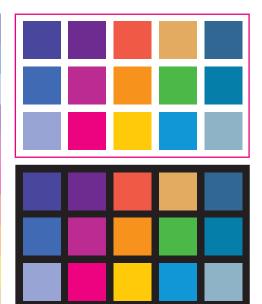
BRILLIANT Color Combinations

VIBRANT
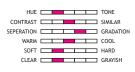
	C	M	Y	K
A	85	85	0	0
B	80	60	0	0
C	40	30	0	0
D	70	100	0	0
E	25	95	0	0
F	0	100	10	0
G	0	80	75	0
H	0	50	100	0
I	0	20	100	0
J	10	35	70	0
K	70	0	100	0
L	80	25	0	0
M	80	50	15	15
N	75	15	0	30
O	30	5	3	20

VIBRANT-I	VIBRANT-H	VIBRANT-G
VIBRANT-I	VIBRANT-L	VIBRANT
VIBRANT-K	VIBRANT-N	VIBRANT-F
VIBRANT-D	VIBRANT-I	VIBRANT-E
VIBRANT-I	VIBRANT-H	VIBRANT-G

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
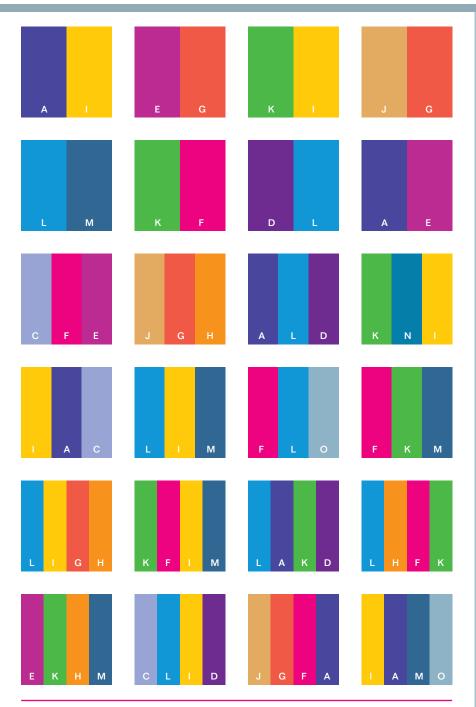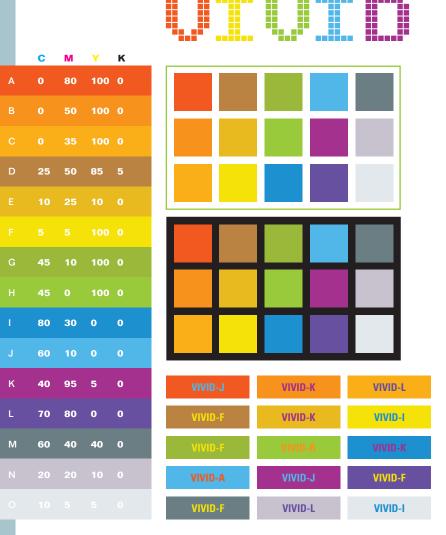
Description ✳ The Vibrant scheme is full of bright and strong colors. These lively palettes come with high attraction power.

Meanings ☆ Bright, fresh, cheerful, energetic, fun

Implications ➜ Creative, challenging, open

Associations ◉ Modern design, teenagers

A I   E G   K I   J G

L M   K F   D L   A E

C F E   J G H   A L D   K N I

I A C   L I M   F L O   F K M

L I G H   K F I M   L A K D   L H F K

E K H M   C L I D   J G F A   I A M O

VIBRANT Color Combinations

VIVID

	C	M	Y	K
A	0	80	100	0
B	0	50	100	0
C	0	35	100	0
D	25	50	85	5
E	10	25	10	0
F	5	5	100	0
G	45	10	100	0
H	45	0	100	0
I	80	30	0	0
J	60	10	0	0
K	40	95	5	0
L	70	80	0	0
M	60	40	40	0
N	20	20	10	0
O	10	5	5	0

VIVID-J	VIVID-K	VIVID-L
VIVID-F	VIVID-K	VIVID-I
VIVID-F	VIVID-B	VIVID-K
VIVID-A	VIVID-J	VIVID-F
VIVID-F	VIVID-L	VIVID-I

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Vivid scheme contains very bright colors in both cool and warm shades. These colorful palettes are especially lively and attractive.
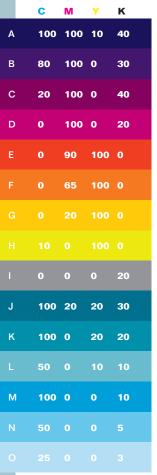
Meanings ☆ Bright, refresh, active, lively, colorful

Implications ➜ Pleasant, joyful, positive

Associations ◉ Modern design, youth

| A | H | | F | B | | E | K | | I | H |

| J | N | | M | G | | C | L | | O | F |

| H | B | F | | J | K | E | | L | A | F | | A | B | H |

| I | L | G | | N | M | B | | C | L | M | | O | F | I |

| F | J | L | H | | E | M | G | I | | C | B | D | A | | M | I | J | G |

| N | L | K | F | | B | I | A | G | | D | A | F | K | | H | F | J | O |

VIVID Color Combinations

LUXURY

	C	M	Y	K
A	100	100	10	40
B	80	100	0	30
C	20	100	0	40
D	0	100	0	20
E	0	90	100	0
F	0	65	100	0
G	0	20	100	0
H	10	0	100	0
I	0	0	0	20
J	100	20	20	30
K	100	0	20	20
L	50	0	10	10
M	100	0	0	10
N	50	0	0	5
O	25	0	0	3

LUXURY-G	LUXURY-F	LUXURY-M
LUXURY-G	LUXURY-M	LUXURY-B
LUXURY-E	LUXURY-C	LUXURY-A
LUXURY-H	LUXURY-G	LUXURY-F
LUXURY-E	LUXURY-D	LUXURY-C

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Luxury scheme combines intense shade of hot and cool colors together. As a result, this is the contrasting scheme of luxury.

Meanings ☆ Luxurious, expensive, excellent, deluxe
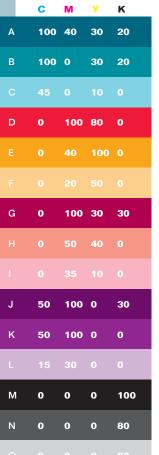
Implications ➜ Comfortable, pleasurable, wealthy, passionate

Associations ◉ Luxury products

| B | D | | A | J | | E | G | | N | H |

| M | F | | I | K | | C | J | | G | O |

| B | E | D | | I | G | A | | L | F | G | | J | H | D |

| C | M | F | | A | L | B | | G | M | I | | E | B | H |

| H | G | F | E | | A | B | C | D | | C | F | G | M | | L | D | C | G |

| O | L | M | H | | O | N | J | A | | C | G | E | F | | I | A | B | D |

LUXURY Color Combinations

GORGEOUS

	C	M	Y	K
A	100	40	30	20
B	100	0	30	20
C	45	0	10	0
D	0	100	80	0
E	0	40	100	0
F	0	20	50	0
G	0	100	30	30
H	0	50	40	0
I	0	35	10	0
J	50	100	0	30
K	50	100	0	0
L	15	30	0	0
M	0	0	0	100
N	0	0	0	80
O	0	0	0	20
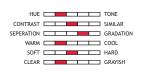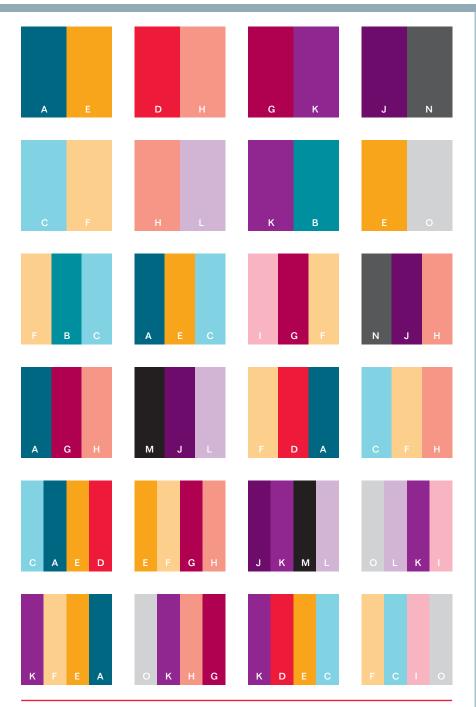
GORGEOUS-I	GORGEOUS-G	GORGEOUS-J
GORGEOUS-F	GORGEOUS-G	GORGEOUS-K
GORGEOUS-E	GORGEOUS-D	GORGEOUS-J
GORGEOUS-C	GORGEOUS	GORGEOUS-G
GORGEOUS-F	GORGEOUS-H	GORGEOUS-A

HUE		TONE
CONTRAST		SIMILAR
SEPERATION		GRADATION
WARM		COOL
SOFT		HARD
CLEAR		GRAYISH
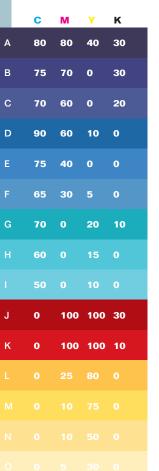
Description ✳ The Gorgeous scheme is extremely beautiful due to the mixing of sweet and fascinating colors.

Meanings ☆ Beautiful, attractive, admirable, stunning

Implications ➜ Elegant, generosity, lovely, superb

Associations ◉ High-class products

GORGEOUS Color Combinations
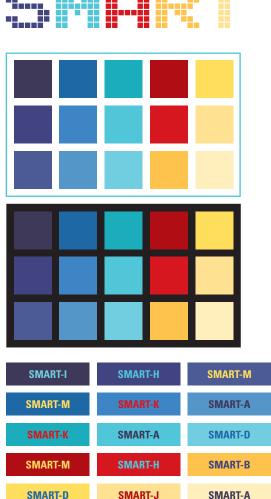
SMART

	C	M	Y	K
A	80	80	40	30
B	75	70	0	30
C	70	60	0	20
D	90	60	10	0
E	75	40	0	0
F	65	30	5	0
G	70	0	20	10
H	60	0	15	0
I	50	0	10	0
J	0	100	100	30
K	0	100	100	10
L	0	25	80	0
M	0	10	75	0
N	0	10	50	0
O	0	5	30	0

SMART-I	SMART-H	SMART-M
SMART-M	SMART-K	SMART-A
SMART-K	SMART-A	SMART-D
SMART-M	SMART-H	SMART-B
SMART-D	SMART-J	SMART-A

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
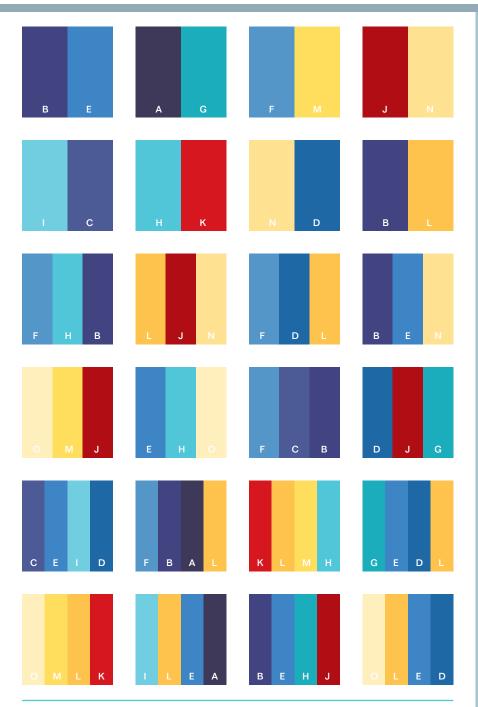
Description ✳ The Smart scheme comprises various tones of cold blue with warm red and yellow. Therefore, this is the impressive dazzling palettes.

Meanings ☆ Clever, fresh, clean, cool, sparkling, dynamic

Implications ➜ Quick, efficient, careful, precise

Associations ◉ Modern design

Color combination swatches (left to right, top to bottom):

- B E
- A G
- F M
- J N
- I C
- H K
- N D
- B L
- F H B
- L J N
- F D L
- B E N
- O M J
- E H O
- F C B
- D J G
- C E I D
- F B A L
- K L M H
- G E D L
- O M L K
- I L E A
- B E H J
- O L E D

SMART Color Combinations

FASHION
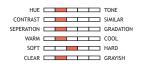
	C	M	Y	K
A	100	40	0	0
B	60	10	0	0
C	50	0	10	0
D	15	25	100	65
E	5	10	100	20
F	15	0	70	0
G	10	90	90	35
H	0	70	65	0
I	0	30	85	0
J	5	70	10	15
K	0	40	10	0
L	0	15	35	0
M	70	45	55	95
N	30	80	70	70
O	10	20	25	30
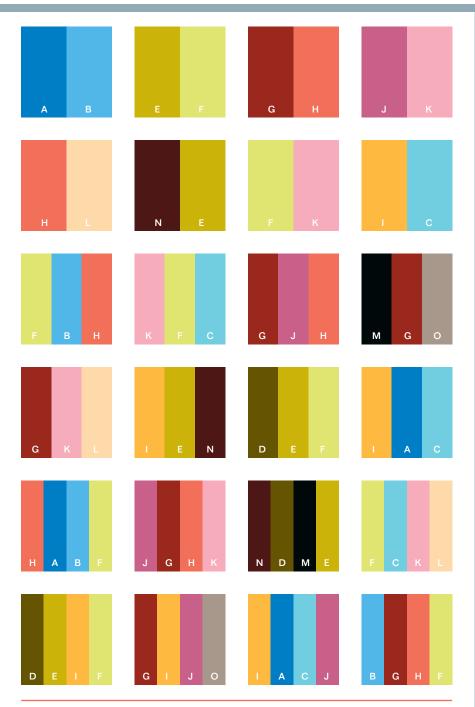
FASHION-F	FASHION-H	FASHION-D
FASHION-F	FASHION-G	FASHION-A
FASHION-E	FASHION-C	FASHION-A
FASHION-F	FASHION-G	FASHION-J
FASHION-H	FASHION-K	FASHION-F

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

Description ✳ The Fashion scheme contains lovely and trendy colors that denote fashion, magazine, and woman clothes.

Meanings ☆ Vogue, fashionable, trendy, hip

Implications ➜ Sweet, cute, lovely, cheerful

Associations ◉ Fashion, clothes, magazine

A	B
E	F
G	H
J	K

H	L
N	E
F	K
I	C

F	B	H
K	F	C
G	J	H
M	G	O

G	K	L
I	E	N
D	E	F
I	A	C

H	A	B	F
J	G	H	K
N	D	M	E
F	C	K	L

D	E	I	F
G	I	J	O
I	A	C	J
B	G	H	F
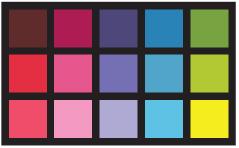
FASHION Color Combinations

FASCINATE

	C	M	Y	K
A	40	80	70	50
B	5	95	75	0
C	0	85	45	0
D	25	100	50	10
E	5	80	15	0
F	0	50	0	0
G	80	80	25	10
H	60	60	0	0
I	30	30	0	0
J	80	40	10	0
K	65	20	10	0
L	55	5	5	0
M	60	20	100	0
N	35	5	100	0
O	5	0	95	0
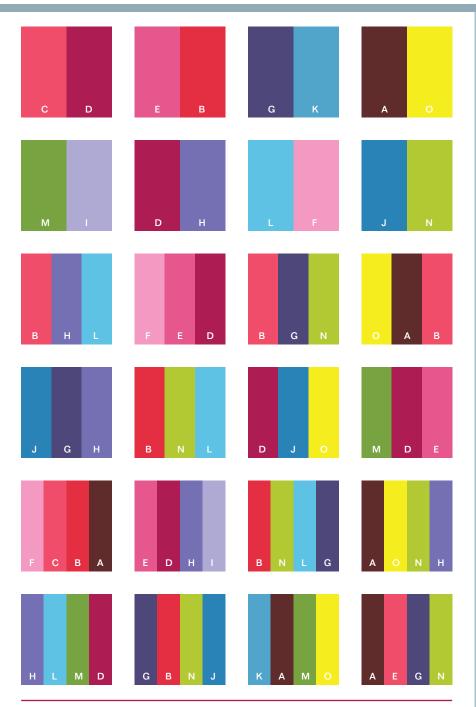
FASCINATE-C FASCINATE-K FASCINATE-D
FASCINATE-I FASCINATE-A FASCINATE-G
FASCINATE-E FASCINATE-D FASCINATE-B
FASCINATE-D FASCINATE-B FASCINATE-H
FASCINATE-A FASCINATE-J FASCINATE-D

HUE	TONE
CONTRAST	SIMILAR
SEPERATION	GRADATION
WARM	COOL
SOFT	HARD
CLEAR	GRAYISH

Description ✳ The Fascinate scheme is the combination of red-pink, purple-blue, and green-yellow colors. As a result, these palettes are fascinating.

Meanings ☆ Charming, attractive, stimulating, passionate

Implications ➜ Colorful, enjoyable, beautiful, chic

Associations ◉ Woman clothes, fashion

| C | D | | E | B | | G | K | | A | O |

| M | I | | D | H | | L | F | | J | N |

| B | H | L | | F | E | D | | B | G | N | | O | A | B |

| J | G | H | | B | N | L | | D | J | O | | M | D | E |

| F | C | B | A | | E | D | H | I | | B | N | L | G | | A | O | N | H |

| H | L | M | D | | G | B | N | J | | K | A | M | O | | A | E | G | N |
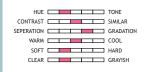
FASCINATE Color Combinations

BEAUTIFUL

	C	M	Y	K
A	0	100	100	0
B	0	65	80	0
C	0	25	100	0
D	0	90	10	0
E	0	75	20	0
F	0	60	20	0
G	50	30	0	0
H	55	15	0	0
I	40	5	0	0
J	50	15	100	0
K	30	0	100	0
L	20	0	100	0
M	40	100	40	30
N	45	65	65	40
O	50	50	80	30

BEAUTIFUL-F	BEAUTIFUL-I	BEAUTIFUL-D
BEAUTIFUL-I	BEAUTIFUL-M	BEAUTIFUL-A
BEAUTIFUL-D	BEAUTIFUL-M	BEAUTIFUL-D
BEAUTIFUL-M	BEAUTIFUL-O	BEAUTIFUL-A
BEAUTIFUL-G	BEAUTIFUL-E	BEAUTIFUL-K

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Beautiful scheme combines light shades of colors in order to make them especially charming and graceful.

Meanings ☆ Beautiful, graceful, charming, sweet

Implications ➜ Romantic, lovely, sexy

Associations ◉ Cosmetic, girls, woman clothes
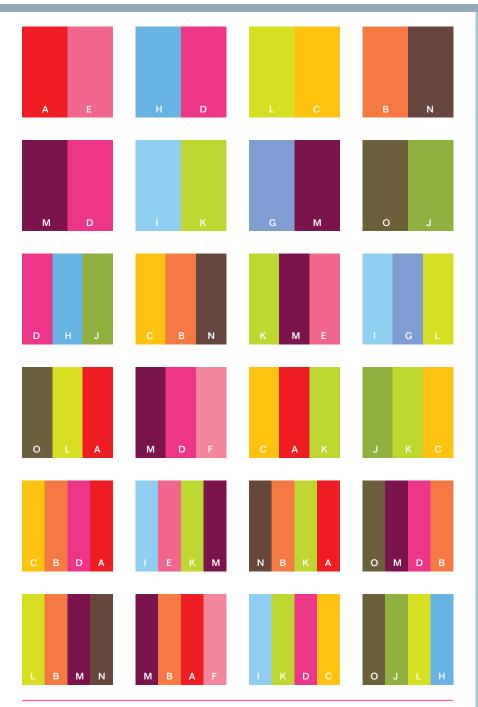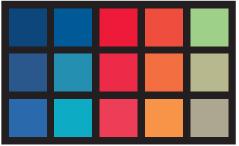
BEAUTIFUL Color Combinations

EXTREME

	C	M	Y	K
A	100	80	25	10
B	90	70	20	5
C	85	60	5	0
D	100	70	15	0
E	80	30	20	0
F	75	10	20	0
G	0	100	80	0
H	0	95	70	0
I	0	90	60	0
J	0	85	80	0
K	0	70	80	0
L	0	50	80	0
M	40	0	60	0
N	30	20	50	0
O	35	30	45	0
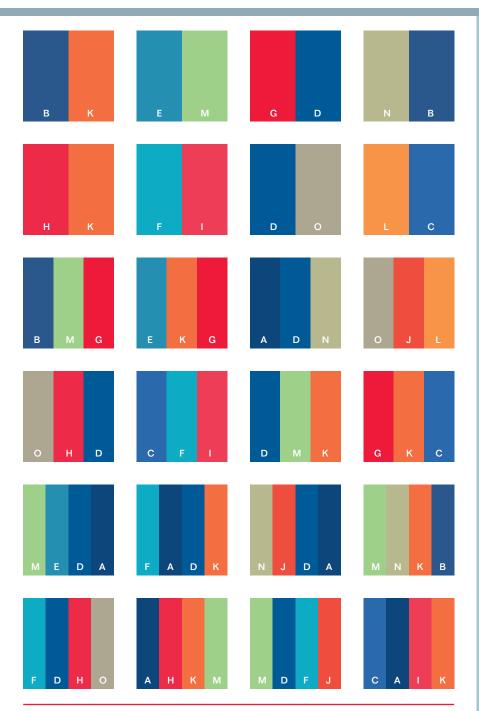
EXTREME-L	EXTREME-K	EXTREME-A
EXTREME-J	EXTREME-B	EXTREME-A
EXTREME-F	EXTREME-E	EXTREME
EXTREME-E	EXTREME-B	EXTREME-A
EXTREME-A	EXTREME-J	EXTREME-A

HUE	▬	TONE
CONTRAST	▬	SIMILAR
SEPERATION	▬	GRADATION
WARM	▬	COOL
SOFT	▬	HARD
CLEAR	▬	GRAYISH

Description ✳ The Extreme scheme incorporates both warm and cool colors: burning red and freezing blue. Thus, this is the extremely contrasting palettes of hot and cold.

Meanings ☆ Strong, serious, severe, mighty, commanding

Implications ➜ Brave, emotional, dangerous, burning, freezing

Associations ◉ Ice, fire

B	K
E	M
G	D
N	B
H	K
F	I
D	O
L	C
B	M	G
E	K	G
A	D	N
O	J	L
O	H	D
C	F	I
D	M	K
G	K	C
M	E	D	A
F	A	D	K
N	J	D	A
M	N	K	B
F	D	H	O
A	H	K	M
M	D	F	J
C	A	I	K

EXTREME Color Combinations

SECRET

	C	M	Y	K
A	80	55	40	20
B	70	40	10	0
C	40	15	15	0
D	80	40	35	0
E	40	5	30	0
F	40	5	15	0
G	80	70	40	20
H	60	50	30	10
I	45	45	10	0
J	45	70	40	30
K	40	70	20	0
L	20	35	10	0
M	30	100	50	20
N	20	90	40	10
O	5	40	0	0

SECRET-O	SECRET-N	SECRET-M
SECRET-M	SECRET-A	SECRET-J
SECRET-O	SECRET-M	SECRET-N
SECRET-O	SECRET-E	SECRET-D
SECRET-C	SECRET-B	SECRET-A

HUE ——————— TONE
CONTRAST ——————— SIMILAR
SEPERATION ——————— GRADATION
WARM ——————— COOL
SOFT ——————— HARD
CLEAR ——————— GRAYISH
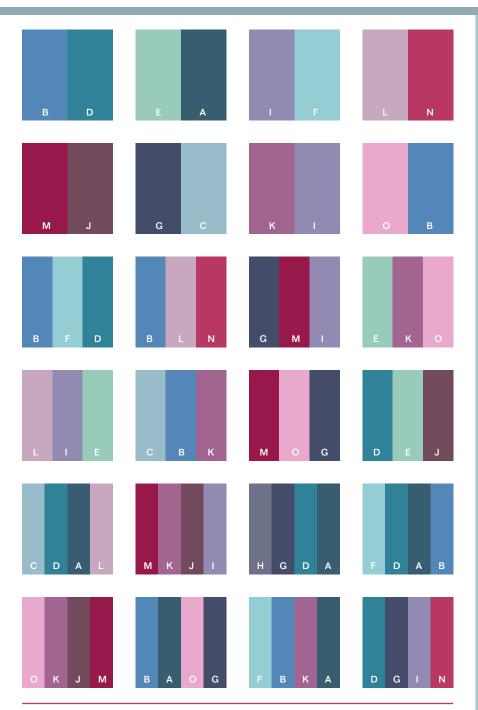
Description ✳ The Secret scheme comprises dull grayish tone of blue, green, purple, and pink that work well together. Hence, this is the scheme of mysterious power.

Meanings ☆ Mysterious, obscure, unknown, confidential

Implications ➜ Violent, fearful, frightened, sick

Associations ◉ Decoration
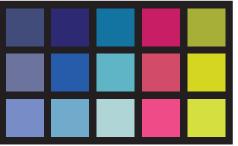
SECRET Color Combinations

PLEASANT
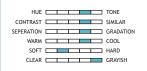
	C	M	Y	K
A	80	70	20	20
B	65	55	20	0
C	55	40	0	0
D	100	100	20	10
E	90	70	0	0
F	55	20	10	0
G	90	50	20	0
H	60	10	20	0
I	30	5	15	0
J	20	100	40	0
K	15	85	45	0
L	0	85	15	0
M	40	20	100	0
N	20	5	100	0
O	20	0	90	0
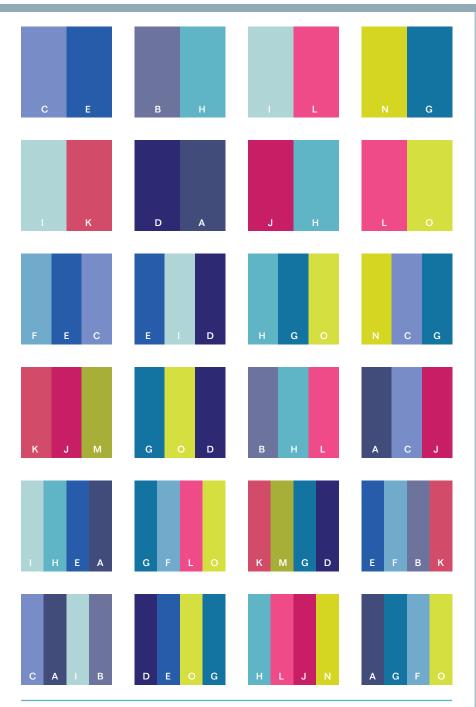
PLEASANT-L	PLEASANT-J	PLEASANT-K
PLEASANT-O	PLEASANT-L	PLEASANT-G
PLEASANT-O	PLEASANT-L	PLEASANT-E
PLEASANT-F	PLEASANT-N	PLEASANT-A
PLEASANT-D	PLEASANT-J	PLEASANT-G

HUE			TONE
CONTRAST			SIMILAR
SEPERATION			GRADATION
WARM			COOL
SOFT			HARD
CLEAR			GRAYISH

Description ✳ The Pleasant scheme mixes pleasant blue with lively green and cheerful magenta. Thus, this is the scheme of happiness.

Meanings ☆ Happy, enjoyable, cheery, pleasing, satisfying

Implications ➜ Enthusiastic, lively, sociable

Associations ◉ Printing

Row 1:
C E | B H | I L | N G

Row 2:
I K | D A | J H | L O

Row 3:
F E C | E I D | H G O | N C G

Row 4:
K J M | G O D | B H L | A C J

Row 5:
I H E A | G F L O | K M G D | E F B K

Row 6:
C A I B | D E O G | H L J N | A G F O

PLEASANT Color Combinations

FRESH

	C	M	Y	K
A	95	80	25	10
B	95	80	5	0
C	80	60	0	0
D	65	5	5	0
E	40	0	5	0
F	25	0	5	0
G	60	25	100	0
H	45	20	100	0
I	30	10	100	0
J	10	20	100	0
K	5	15	80	0
L	5	5	40	0
M	60	90	40	40
N	45	90	25	5
O	30	80	15	0

FRESH-L	FRESH-K	FRESH-J
FRESH-N	FRESH-B	FRESH-A
FRESH-L	FRESH-B	FRESH-N
FRESH-B	FRESH-N	FRESH-A
FRESH-K	FRESH-D	FRESH-L

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Fresh scheme is the mixing of light blue, green, and yellow, in contrast with strong blue and purple. Consequently, this scheme has a clean, fresh quality.

Meanings ☆ Fresh, refresh, clean, pure

Implications ➡ Active, new, latest, sparkling
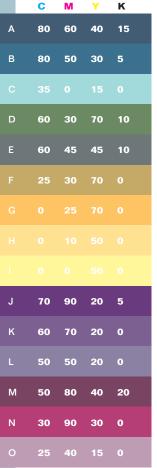
Associations ◉ Water, air, vegetable

C D	A E	K B	H N
J M	B I	O F	L E
B E O	D A K	I M B	J A N
M O K	M H J	B C L	N G J
F E C D	A N B M	K H G E	M N I C
L K M N	H N J D	C A I N	L O J C

FRESH Color Combinations

VOGUE

	C	M	Y	K
A	80	60	40	15
B	80	50	30	5
C	35	0	15	0
D	60	30	70	10
E	60	45	45	10
F	25	30	70	0
G	0	25	70	0
H	0	10	50	0
I	0	0	50	0
J	70	90	20	5
K	60	70	20	0
L	50	50	20	0
M	50	80	40	20
N	30	90	30	0
O	25	40	15	0

VOGUE-I	VOGUE-G	VOGUE-N
VOGUE-G	VOGUE-I	VOGUE-J
VOGUE-M	VOGUE-N	VOGUE-N
VOGUE-I	VOGUE-H	VOGUE-C
VOGUE-C	VOGUE-G	VOGUE-M

HUE ▭ TONE
CONTRAST ▭ SIMILAR
SEPERATION ▭ GRADATION
WARM ▭ COOL
SOFT ▭ HARD
CLEAR ▭ GRAYISH

Description ✳ The Vogue scheme contains various trendy colors in striking grayish tones that conceal sweet and sophisticated characteristics.

Meanings ☆ Trendy, alluring, sensitive, sweet, fashionable

Implications ➜ Confident, stylish, sophisticated, self-esteem
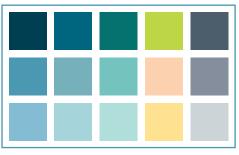
Associations ◉ Fashion, cosmetic
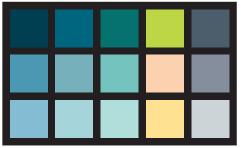
VOGUE Color Combinations
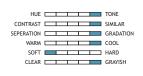
MODERN

	C	M	Y	K
A	100	20	20	70
B	60	10	10	20
C	40	5	5	10
D	80	10	10	50
E	45	5	15	15
F	30	0	10	5
G	80	10	40	40
H	50	0	25	5
I	30	0	15	0
J	30	0	90	0
K	0	20	30	0
L	0	10	50	0
M	50	30	20	50
N	30	20	10	30
O	10	5	5	10
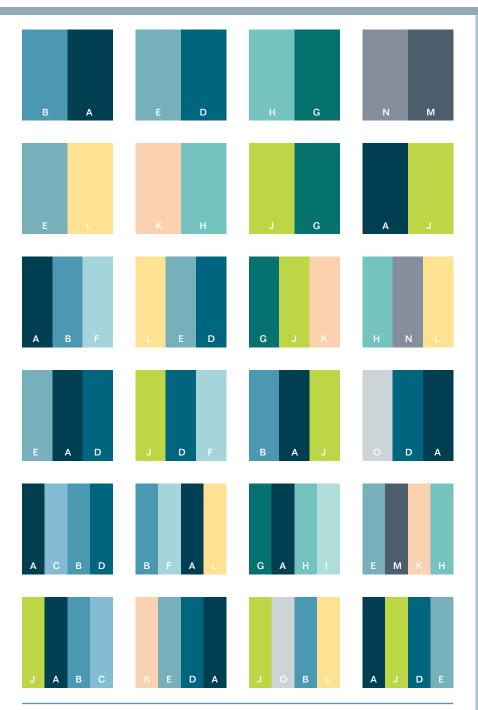
MODERN-J	MODERN-L	MODERN-D
MODERN-K	MODERN-A	MODERN-M
MODERN-F	MODERN-D	MODERN-N
MODERN-A	MODERN-A	MODERN-M
MODERN-C	MODERN-L	MODERN-D

HUE ———————— TONE
CONTRAST ———————— SIMILAR
SEPERATION ———————— GRADATION
WARM ———————— COOL
SOFT ———————— HARD
CLEAR ———————— GRAYISH

Description ✳ The key of Modern scheme is the grayish blue-green colors that create a stylish modern look.
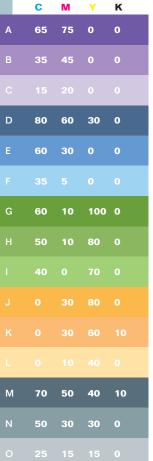
Meanings ☆ Recent, new, contemporary, futuristic, different

Implications ➜ Stylish, open, polite, simple, tidy

Associations ◉ Modern design
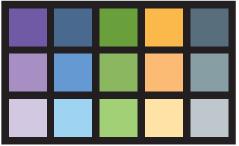
MODERN Color Combinations

MODEST

	C	M	Y	K
A	65	75	0	0
B	35	45	0	0
C	15	20	0	0
D	80	60	30	0
E	60	30	0	0
F	35	5	0	0
G	60	10	100	0
H	50	10	80	0
I	40	0	70	0
J	0	30	80	0
K	0	30	60	10
L	0	10	40	0
M	70	50	40	10
N	50	30	30	0
O	25	15	15	0
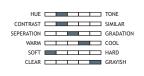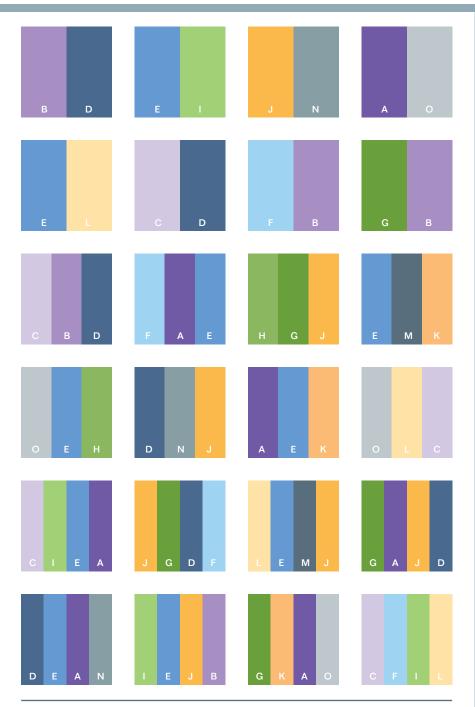
MODEST-K	MODEST-L	MODEST-D
MODEST-I	MODEST-A	MODEST-D
MODEST-J	MODEST-D	MODEST-M
MODEST-D	MODEST-A	MODEST-M
MODEST-H	MODEST-J	MODEST-A

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH

Description ✳ The Modest scheme mixes medium tone of several bright colors in a graceful, harmonious mode.

Meanings ☆ Moderate, reasonable, sensible, pleasant

Implications ➜ Subtle, careful, plain, cool, natural

Associations ◉ Modern design

| B | D | | E | I | | J | N | | A | O |

| E | L | | C | D | | F | B | | G | B |

| C | B | D | | F | A | E | | H | G | J | | E | M | K |

| O | E | H | | D | N | J | | A | E | K | | O | L | C |

| C | I | E | A | | J | G | D | F | | L | E | M | J | | G | A | J | D |

| D | E | A | N | | I | E | J | B | | G | K | A | O | | C | F | I | L |
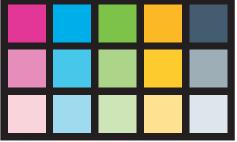
MODEST Color Combinations

INSPIRE

	C	M	Y	K
A	5	90	0	0
B	5	55	0	0
C	0	20	5	0
D	85	5	0	0
E	60	0	5	0
F	35	0	5	0
G	55	0	95	0
H	35	0	60	0
I	20	0	35	0
J	0	30	95	0
K	0	20	90	0
L	0	10	50	0
M	55	30	15	50
N	25	10	10	20
O	10	3	3	3

INSPIRE-E	INSPIRE-O	INSPIRE-G
INSPIRE-A	INSPIRE-A	INSPIRE-M
INSPIRE-M	INSPIRE-D	INSPIRE-A
INSPIRE-O	INSPIRE-M	INSPIRE-D
INSPIRE-G	INSPIRE-F	INSPIRE-M

HUE — TONE
CONTRAST — SIMILAR
SEPERATION — GRADATION
WARM — COOL
SOFT — HARD
CLEAR — GRAYISH
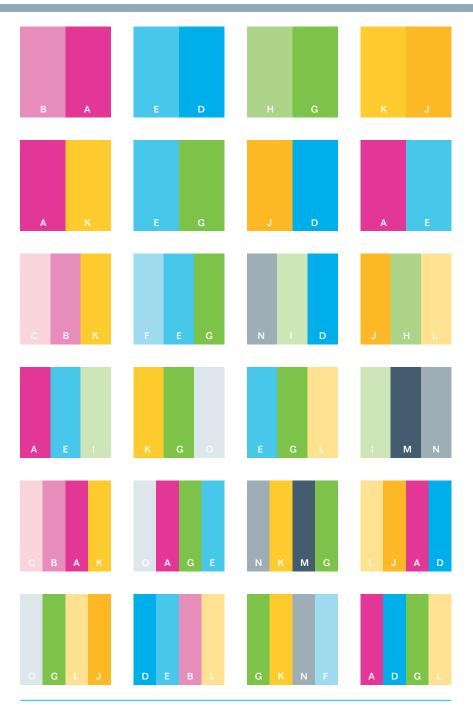
Description ✴ The Inspire scheme is full of inspiration that comes from joyful vivid colors like magenta, blue, green, orange, and gray.

Meanings ☆ Inspiring, stimulating, moving, exciting

Implications ➜ Joyful, hopeful, creative, innocent, courageous

Associations ◉ Printing, perfume

| B | A | E | D | H | G | K | J |

| A | K | E | G | J | D | A | E |

| C | B | K | F | E | G | N | I | D | J | H | L |

| A | E | I | K | G | O | E | G | L | I | M | N |

| C | B | A | K | O | A | G | E | N | K | M | G | L | J | A | D |

| O | G | L | J | D | E | B | L | G | K | N | F | A | D | G | L |
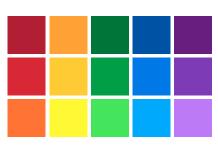
INSPIRE Color Combinations

BASIC   COLORFUL

R	G	B	HEX
178	31	53	#B21F35
216	39	53	#D82735
255	116	53	#FF7435
255	161	53	#FFA135
255	203	53	#FFCB35
255	249	53	#FFF735
0	117	58	#00753A
0	158	71	#009E47
22	221	53	#16DD36
0	82	165	#0052A5
0	121	231	#0079E7
0	169	252	#06A9FC
104	30	126	#681E7E
125	60	181	#7D3CB5
189	122	246	#BD7AF6

R	G	B	HEX
0	71	189	#0047BD
2	136	217	#0288D9
7	185	252	#07B9FC
0	149	67	#009543
0	171	56	#00AB38
154	240	0	#9AF000
255	179	0	#FFB300
255	206	0	#FFCE00
255	230	59	#FFE63B
234	0	52	#EA0034
253	71	3	#FD4703
255	130	42	#FF822A
130	0	172	#8200AC
182	16	191	#B610BF
204	114	245	#CC72F5

COMMON

PIONEER

R	G	B	HEX
0	38	133	#002685
66	154	223	#449ADF
77	199	253	#4DC7FD
76	14	119	#4CDE77
94	83	199	#5E53C7
126	119	210	#7E77D2
205	30	16	#CD1E10
252	0	127	#FC007F
254	121	209	#FE79D1
118	57	49	#763931
241	171	0	#F1AB00
250	223	0	#FADF00
0	0	0	#000000
0	126	58	#007E3A
100	209	62	#64D13E

R	G	B	HEX
193	0	50	#C10032
234	3	55	#EA0337
254	197	222	#FEC5DE
0	101	68	#006544
0	149	67	#009543
177	231	223	#B1E7DF
79	137	16	#4F8910
135	211	0	#87D300
169	229	88	#A9E558
0	45	98	#002D62
0	81	155	#00519B
120	199	235	#78C7EB
253	184	0	#FDB800
195	200	205	#C3C8CD
221	226	231	#DDE2E7
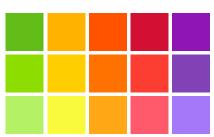
SOUR-SPICY

REDTONE

R	G	B	HEX
98	189	24	#62BD18
141	221	0	#8DDD00
163	238	63	#A3EE3F
255	179	0	#FFBB00
255	206	0	#FFCE00
250	250	60	#FAFA3C
255	83	0	#FF5300
255	114	0	#FF7200
255	167	21	#FFA715
210	16	52	#D21034
252	61	49	#FC3D31
255	71	92	#FF475C
143	22	178	#8F16B2
128	66	181	#8042B5
165	119	249	#A577F7

R	G	B	HEX
202	0	42	#CA002A
255	17	0	#FF1100
255	66	0	#FF4200
161	40	48	#A12830
244	41	65	#F42941
246	70	91	#F6465B
216	31	42	#DB1F2A
252	61	50	#FC3D32
255	88	79	#FF584F
0	43	198	#002BC6
0	176	24	#00B018
255	237	0	#FFED00
219	78	78	#DB4E4E
226	110	110	#E26E6E
241	179	179	#F1B3B3
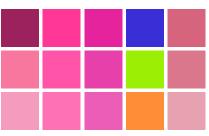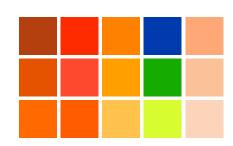
PINKTONE ORANGETONE

R	G	B	HEX
156	34	93	#9C225D
219	48	130	#DB3082
255	8	127	#FF087F
255	56	152	#FF3898
255	84	167	#FF54A7
255	113	181	#FF71B5
228	35	157	#E4239D
232	64	170	#E840AA
236	93	183	#EC5DB7
58	47	214	#3A2FD6
155	239	5	#9BEF05
255	141	56	#FF8D38
213	100	124	#D5647C
219	119	141	#DB778D
231	161	176	#E7A1B0

R	G	B	HEX
180	64	16	#B44010
229	83	0	#E55300
255	105	0	#FF6900
255	43	0	#FF2B00
255	64	35	#FF4023
255	92	0	#FF5C00
255	129	0	#FF8106
255	159	0	#FF9F00
255	195	77	#FEC34D
0	59	174	#003BAE
21	171	0	#15AB00
215	252	0	#FFFC00
254	168	119	#FEA877
251	194	153	#FBC299
251	212	185	#FBD4B9
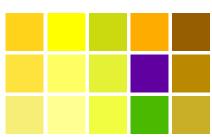
YELLOWTONE   GREENTONE

R	G	B	HEX
255	211	25	#FFD319
254	226	62	#FEE23E
246	239	119	#F6EF77
255	255	0	#FFFF00
255	255	73	#FFFF49
255	255	146	#FFFF92
203	217	15	#CBD90F
223	239	17	#DFEF11
236	253	18	#ECFD12
255	172	0	#FFAC00
97	0	161	#6100A1
73	186	0	#49BA00
150	94	0	#965E00
187	137	0	#BB8900
201	175	40	#C9AF28

R	G	B	HEX
18	173	42	#12AD2A
99	209	62	#63D13E
144	245	0	#90F500
18	230	3	#12E603
99	255	32	#63FF20
185	255	77	#B9FF4D
18	247	41	#12F729
15	245	145	#0FF591
140	250	202	#8CFACA
66	66	238	#4242EE
255	62	51	#FF3E33
255	217	51	#FFD933
53	98	68	#356244
75	140	97	#4B8C61
170	209	183	#AAD1B7
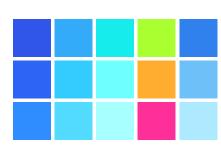
BLUETONE LIGHTBLUE

R	G	B	HEX
13	26	129	#0D1A81
51	64	189	#3340BD
63	79	232	#3F4FE8
0	0	176	#0000B0
0	0	255	#0000FF
0	75	255	#004BFF
36	49	168	#2431A8
38	59	232	#263BEB
42	106	255	#2A6AFF
23	219	36	#35DB24
255	208	42	#FFD02A
255	42	44	#FF2A2C
41	86	143	#29568F
71	113	165	#4771A5
150	177	210	#96B1D2

R	G	B	HEX
47	86	233	#2F56E9
45	100	245	#2D64F5
47	141	255	#2F8DFF
51	171	249	#33ABF9
52	204	255	#34CCFF
82	219	255	#52DBFF
23	236	236	#17ECEC
110	255	255	#6EFFFF
168	255	255	#A8FFFF
169	255	47	#A9FF2F
255	173	47	#FFAD2F
255	47	154	#FF2F9A
48	129	238	#3081EE
110	193	248	#6EC1F8
174	234	255	#AEEAFF
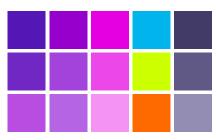
PURPLETONE BROWNTONE

R	G	B	HEX
84	22	180	#5416B4
112	39	195	#7027C3
185	76	225	#B94CE1
150	0	205	#9600CD
164	66	220	#A442DC
181	100	227	#B564E3
228	0	224	#E400E0
236	71	233	#EC47E9
244	147	242	#F493F2
0	181	236	#00B5EC
204	255	0	#CCFF00
255	106	0	#FF6A00
67	59	103	#433B67
96	88	133	#605885
148	141	179	#948DB3

R	G	B	HEX
90	39	41	#5A2729
118	57	49	#763931
145	85	77	#91554D
126	46	31	#7E2E1F
152	80	60	#98503C
165	113	78	#A5714E
133	87	35	#855723
185	156	107	#B99C6B
213	196	161	#D5C4A1
106	26	74	#6A1A4A
24	61	97	#183D61
78	105	26	#4E691A
87	65	47	#57412F
121	96	76	#79604C
171	149	132	#AB9584
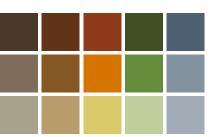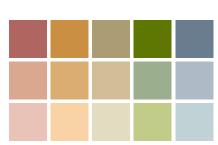
EARTHTONE BEIGETONE

R	G	B	HEX
73	56	41	#493829
129	108	91	#816C5B
169	161	140	#A9A18C
97	51	24	#613318
133	87	35	#855723
185	156	107	#B99C6B
143	59	27	#8F3B1B
213	117	0	#D57500
219	202	105	#DBCA69
64	79	36	#404F24
102	141	60	#668D3C
189	208	156	#BDD09F
78	97	114	#4E6172
131	146	159	#83929F
163	173	184	#A3ADB8

R	G	B	HEX
176	102	96	#B06660
217	168	143	#D9A88F
234	195	184	#EAC3B8
202	143	66	#CA8F42
219	173	114	#DBAD72
249	211	165	#F9D3A5
171	156	115	#AB9C73
210	190	150	#D2BE96
227	220	192	#E3DCC0
94	119	3	#5E7703
155	175	142	#9BAF8E
193	204	137	#C1CC89
106	125	142	#6A7D8E
174	187	199	#AEBBC7
193	210	214	#C1D2D6
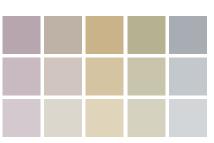
GRAYTONE NEUTRAL

R	G	B	HEX		R	G	B	HEX
200	134	145	#C88691		183	166	173	#B7A6AD
173	133	186	#AD85BA		200	186	192	#C8CAC0
149	161	195	#95A1C3		211	201	206	#D3C9CE
116	161	142	#74A18E		190	178	167	#BEB2A7
129	173	181	#81SFB5		209	198	191	#D1C6BF
178	200	145	#B2C891		219	215	204	#DBD7CC
185	156	107	#B99C6B		202	179	136	#CAB388
228	153	105	#E49969		213	196	161	#D5C4A1
201	194	127	#C9C27F		224	212	187	#E0D4BB
148	148	148	#949494		181	178	146	#B5B292
178	178	178	#B2B2B2		200	197	172	#C8C5AC
214	214	214	#D6D6D6		213	211	191	#D5D3BF
145	134	126	#91867E		168	173	180	#A8ADB4
178	170	164	#B2AAA4		195	200	205	#C3C8CD
217	213	210	#D9D5D2		210	214	217	#D2D6D9
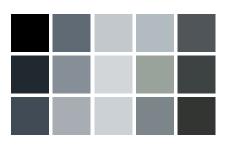
BLACK&WHITE

DELICATE

R	G	B	HEX
0	0	0	#000000
33	41	48	#212930
65	75	86	#414B56
96	106	116	#606A74
134	143	152	#868F98
168	173	180	#A8ADB4
195	200	205	#C3C8CD
210	214	217	#D2D6D9
203	209	212	#CBD1D4
178	188	192	#B2BCC0
153	163	156	#99A3A6
123	133	138	#7B858A
79	85	89	#4F5559
61	66	66	#3D4242
50	53	49	#323531
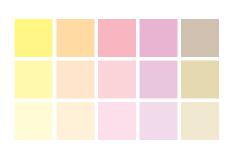
R	G	B	HEX
182	211	227	#B6D3E3
185	222	225	#B9DEE1
208	233	231	#D0E9E7
215	215	209	#D7D7D1
224	221	214	#E0DDD6
230	228	220	#E6E4DC
229	208	201	#E5D0C9
240	216	210	#F0D8D2
243	231	228	#F3E7E4
222	216	183	#DED8B7
231	227	189	#E7E3BD
243	240	197	#F3F0C5
208	196	209	#D0C4D1
221	210	229	#DDD2E3
229	221	234	#E5DDEA
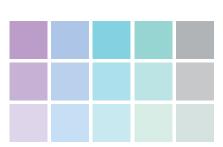
SUBTLE CHARMING

R	G	B	HEX
255	246	132	#FFF684
255	249	173	#FFF9AD
255	251	213	#FFFBD5
255	218	162	#FFDAA2
255	229	202	#FFE5CA
255	240	216	#FFF0D8
248	182	193	#F8B6C1
251	212	218	#FBD4DA
252	223	235	#FCDFEB
233	179	210	#E9B3D2
234	198	222	#EAC6DE
241	219	235	#F1DBEB
207	192	175	#CFC08D
229	218	175	#E5DAAF
241	233	207	#F1E9CF

R	G	B	HEX
188	157	202	#BC9DCA
199	178	214	#C7B2D6
223	213	234	#DFD5EA
173	197	231	#ADC5E7
186	209	237	#BAD1ED
199	223	244	#C7DFF4
131	210	226	#83D2E2
173	224	237	#ADE0ED
200	233	239	#C8E9EF
150	213	209	#96D5D1
188	228	229	#BCE4E5
215	237	230	#D7EDE6
177	180	182	#B1B4B6
198	200	202	#C6C8CA
214	226	223	#D6E2DF
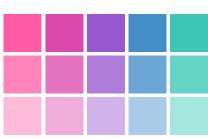
DELIGHT ROMANTIC

R	G	B	HEX
233	179	210	#E9B3D2
248	182	193	#F8B6C1
251	212	218	#FBD4DA
199	169	208	#C7A9D0
211	191	221	#D3BFDD
223	204	228	#DFCCE4
115	206	225	#73CEE1
162	231	214	#A2E7D6
187	238	225	#BBEEE1
243	234	170	#F3EAAA
243	244	193	#F3F4C1
247	247	213	#F7F7D5
172	166	151	#ACA697
215	216	210	#D7D8D2
226	230	224	#E2E6E0

R	G	B	HEX
255	91	165	#FF5BA5
255	132	188	#FF84BC
255	187	218	#FFBBDA
219	73	172	#DB49AC
228	114	191	#E472BF
240	173	219	#F0ADDB
153	87	205	#9957CD
176	124	218	#B07CDA
209	178	234	#D1B2EA
67	142	200	#438EC8
107	167	214	#6BA7D6
168	204	232	#A8CCE8
59	198	182	#3BC6B6
100	212	199	#64D4C7
164	231	223	#A4E7DF

SWEET

FANCY

R	G	B	HEX
207	0	99	#CF0063
243	64	147	#F34093
247	139	209	#F78BD1
210	8	45	#D2082D
255	118	130	#FF7682
255	177	158	#FFB19E
94	39	40	#5E2728
202	171	113	#CAAB71
242	209	186	#F2D1BA
168	111	186	#A86FBA
202	168	230	#CAA8E6
210	89	194	#D259C2
159	195	230	#9FC3E6
139	230	180	#8BE6B4
245	215	122	#F5D77A

R	G	B	HEX
250	153	7	#FA9907
253	181	39	#FDB527
255	196	61	#FFC43D
239	53	99	#EF3563
243	77	114	#F84D72
250	115	144	#FA7390
216	46	144	#D82E90
223	75	209	#DF4BD1
231	116	220	#E774DC
0	147	217	#0093D9
42	164	223	#2AA4DF
52	197	232	#34C5E8
0	165	156	#00A59C
47	188	180	#2FBCB4
90	209	209	#5AD1D1
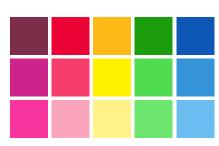
CHEERFUL

TENDER

R	G	B	HEX
238	0	113	#EE0071
253	42	148	#FD2A94
255	127	192	#FF7FC0
81	67	216	#5143D8
34	139	249	#228BF9
141	227	251	#8DE3FB
0	158	215	#009ED7
8	196	215	#08C4D7
62	251	242	#3EFBF2
46	164	34	#2EA422
53	219	36	#35DB24
169	255	47	#A9FF2F
220	36	31	#DC241F
255	95	0	#FF5F00
255	162	146	#FFA292

R	G	B	HEX
123	45	74	#7B2D4A
206	36	137	#CE2489
250	52	158	#FA349E
237	4	54	#ED0436
244	61	108	#F43D6C
250	165	187	#FAA5BB
255	186	23	#FFBA17
255	242	0	#FFF200
254	242	137	#FEF289
27	157	13	#1B9D0D
37	210	37	#25D225
93	227	93	#5DE35D
15	87	183	#0F57B7
53	148	215	#3594D7
107	188	241	#6BBCF1
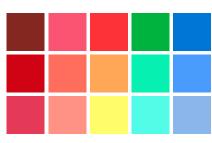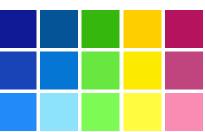
FESTIVAL

ACTIVE

R	G	B	HEX
131	39	32	#792720
208	3	21	#D00315
229	58	87	#E53A57
251	84	115	#FB5473
255	110	92	#FF6E5C
255	146	133	#FF9285
253	50	55	#FD3237
255	166	87	#FFA657
255	254	106	#FFFE6A
0	179	63	#00B33F
6	240	177	#06F0B1
82	252	231	#52FCE7
0	119	212	#0077D4
74	156	252	#4A9CFC
138	182	235	#8AB6EB

R	G	B	HEX
16	26	150	#101A96
25	68	184	#1944B8
34	139	249	#228BF9
4	84	151	#045497
6	118	212	#0676D4
141	227	251	#8DE3FB
54	183	13	#36B70D
66	225	16	#42E110
124	251	84	#7CFB54
255	206	0	#FFCE00
252	234	0	#FCEA00
255	250	15	#FFFA0F
182	19	95	#B6135F
192	69	126	#C0457E
250	140	180	#FA8CB4

COOL

CALM
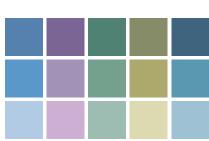
R	G	B	HEX
0	65	89	#004159
101	168	196	#65A8C4
170	206	226	#AACEE2
140	101	211	#8C65D3
154	147	236	#9A93EC
202	185	241	#CAB9F1
0	82	165	#0052A5
65	179	247	#413BF7
129	203	248	#81CBF8
0	173	206	#00ADCE
89	219	241	#59DBF1
158	231	250	#9EE7FA
0	197	144	#00C590
115	235	174	#73EBAE
181	249	211	#B5F9D3

R	G	B	HEX
84	129	174	#5481AE
89	152	200	#5998C8
177	203	229	#B1CBE5
122	101	148	#7A6594
163	146	183	#A392B7
206	175	212	#CEAFD4
80	130	116	#508274
116	161	142	#74A18E
157	188	178	#9DBCB2
134	139	104	#868B68
173	168	107	#ADA86B
221	218	177	#DDDAB1
62	100	126	#3E647E
90	151	177	#5A97B1
158	193	211	#9EC1D3

OCEAN
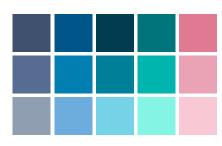
R	G	B	HEX
63	81	111	#3F516F
86	108	144	#566C90
143	158	176	#8F9EB0
0	86	137	#005689
2	127	177	#027FB1
108	173	222	#6CADDE
0	61	80	#003D50
0	127	152	#007F98
117	210	231	#75D2E7
0	116	123	#00747B
0	181	173	#00B5AD
132	244	229	#84F4E5
224	122	146	#E07A92
234	163	180	#EAA3B4
248	201	213	#F8C9D5

MUTED

R	G	B	HEX
62	100	126	#3E647E
124	152	174	#7C98AE
102	118	132	#667684
177	183	175	#B1B7AF
0	98	109	#00626D
129	173	181	#81ADB5
0	130	144	#008290
108	192	191	#6CC0BF
94	102	57	#5E6639
157	170	81	#9DAA51
155	137	72	#9B8948
197	186	142	#C5BA8E
148	69	84	#944554
198	134	169	#C686A9
238	177	191	#EEB1BF

WARM TRANQUIL
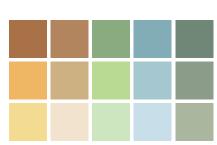
R	G	B	HEX
121	63	13	#793F0D
172	112	61	#AC703D
195	142	99	#C38E63
228	153	105	#E49969
229	174	134	#E5AE86
238	197	169	#EEC5A9
110	118	73	#6E7649
157	151	84	#9D9754
199	195	151	#C7C397
180	168	81	#B4A851
223	210	124	#DFD27C
231	227	181	#E7E3B5
132	109	116	#846D74
183	166	173	#B7A6AD
211	201	206	#D3C9CE

R	G	B	HEX
168	113	72	#A87148
239	182	100	#EFB664
243	220	146	#F3DC92
179	133	94	#B3855E
206	177	131	#CEB183
242	227	206	#F2E3CE
138	171	128	#8AAB80
184	218	146	#B8DA92
206	230	192	#CEE6C0
131	173	182	#83ADB6
165	200	208	#A5C8D0
200	222	232	#C8DEE8
112	135	120	#708778
139	157	137	#8B9D89
171	182	158	#ABB69E

BEACH

RICH
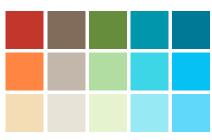
R	G	B	HEX
195	54	44	#C0362C
255	134	66	#FF8642
244	220	181	#F4DCB5
129	108	91	#816C5B
195	183	172	#C3B7AC
231	227	215	#E7E3D7
102	141	60	#668D3C
177	221	161	#B1DDA1
229	243	207	#E5F3CF
0	151	172	#0097AC
60	214	230	#3CD6E6
151	234	244	#97EAF4
0	121	150	#007996
6	194	244	#06C2F4
95	216	250	#FAD8FA

R	G	B	HEX
98	32	65	#622041
124	35	72	#7C2348
141	30	61	#8D1E3D
90	70	26	#5A461A
131	100	20	#836414
198	146	0	#C69200
56	29	89	#381D59
3	44	35	#032C23
24	70	44	#18462C
0	65	89	#004159
88	121	146	#587992
91	151	177	#5B97B1
0	49	81	#003151
65	75	86	#414B56
157	157	157	#9D9D9D

ELEGANT POWERFUL

R	G	B	HEX
80	40	18	#502812
96	54	24	#603618
133	87	35	#855723
137	32	52	#892034
122	26	87	#7A1A57
111	37	108	#6F256C
0	52	77	#00344D
0	48	102	#003066
87	82	126	#57527E
0	66	54	#004236
64	70	22	#404616
159	155	116	#9F9B74
33	41	48	#212930
134	143	152	#868F98
195	200	205	#C3C8CD

R	G	B	HEX
0	61	50	#003D32
15	77	42	#0F4D2A
77	90	17	#4D5A11
10	34	69	#0A2245
0	48	102	#003066
14	45	167	#0E2DA7
82	5	129	#520581
79	3	169	#4F03A9
177	0	66	#B10042
208	36	51	#DD2433
255	154	0	#FF9A00
255	199	38	#FFC726
0	0	0	#000000
65	75	86	#414B56
86	89	92	#56595C
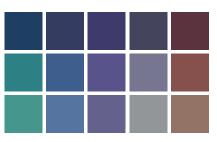
EXOTIC METALLIC

R	G	B	HEX
125	9	150	#7D0996
169	27	176	#A91BB0
196	30	153	#C41E99
207	0	99	#CF0063
230	21	119	#E61577
243	77	154	#F34D9A
144	33	71	#902147
223	40	35	#DF2823
247	106	4	#F76A04
206	156	72	#CE9C48
250	194	0	#FAC200
254	221	39	#FEDD27
33	41	48	#212930
0	65	89	#004159
0	83	95	#00535F

R	G	B	HEX
31	82	99	#1F5263
45	128	132	#2D8084
69	150	140	#45968C
52	60	96	#343C60
62	94	141	#3E5E8D
85	116	160	#5574A0
62	58	108	#3E3A6C
88	83	138	#58538A
100	97	141	#64618D
68	69	92	#44455C
118	118	144	#767690
146	150	152	#929698
91	51	62	#5B333E
134	80	76	#86504C
146	115	101	#927365

CLASSIC

MAGIC
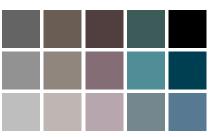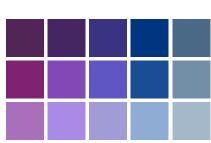
R	G	B	HEX
100	100	100	#646464
146	146	146	#929292
190	190	190	#BEBEBE
105	93	84	#695D54
145	134	126	#91867E
189	182	176	#BDB6B0
81	62	62	#513E3E
132	109	116	#846D74
183	166	173	#B7A6AD
60	91	89	#3C5B59
79	141	151	#4F8D97
116	134	142	#74A18E
0	0	0	#000000
0	62	81	#003E51
88	121	146	#587992

R	G	B	HEX
81	38	87	#512657
126	34	113	#7E2271
168	111	186	#A86FBA
69	38	99	#452663
131	72	181	#8348B5
169	139	230	#A98BE6
57	51	129	#393381
94	86	194	#5E56C2
161	156	214	#A19CD6
0	54	127	#00367F
25	77	148	#194D94
142	172	212	#8EACD4
73	105	134	#496986
115	143	167	#738FA7
165	184	201	#A5B8C9

ART NOUVEAU
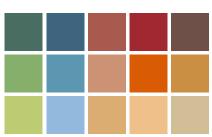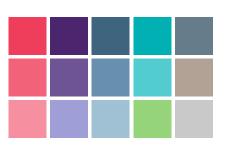
R	G	B	HEX
74	109	98	#4A6D62
133	175	107	#85AF6B
189	204	114	#BDCC72
62	100	126	#3E647E
91	151	177	#5B97B1
147	185	220	#93B9DC
169	90	78	#A95A4E
204	146	116	#CC9274
219	173	114	#DBAD72
161	40	48	#A12830
217	92	5	#D95C05
239	192	138	#EFC08A
111	80	72	#6F5048
202	143	66	#CA8F42
210	190	150	#D2BE96

ART DECO

R	G	B	HEX
239	62	91	#EF3E5B
242	98	121	#F26279
246	143	160	#F68FA0
75	37	109	#4B256D
111	84	149	#6F5495
160	158	214	#A09ED6
63	100	126	#3F647E
104	143	173	#688FAD
159	193	211	#9FC1D3
0	176	178	#00B0B2
82	204	206	#52CCCE
149	212	122	#95D47A
103	124	138	#677C8A
178	162	150	#B2A296
201	201	201	#C9C9C9

DECOR PROGRESSIVE

R	G	B	HEX
124	26	41	#7C1A29
161	40	48	#A1283D
176	114	124	#B0727C
187	137	0	#BB8900
252	172	2	#FCB302
240	199	171	#F0C7AB
90	112	96	#5A7060
157	151	84	#9D9754
189	209	204	#BDD1CC
0	56	71	#003847
0	82	165	#0052A5
152	164	164	#98A4A4
136	86	127	#88567F
159	158	220	#9F9EDC
209	195	201	#D1C3C9

R	G	B	HEX
106	46	34	#6A2E22
168	60	15	#A83C0F
235	147	133	#EB9385
220	36	31	#DC241F
255	114	0	#FF7200
255	181	123	#FFB57B
75	42	70	#4B2A46
98	28	112	#621C70
150	35	153	#962399
0	60	82	#003C52
0	64	123	#00407B
66	180	230	#42B4E6
70	62	38	#473E26
171	156	115	#AB9C73
213	195	161	#D5C4A1

INTENSE HIGH-CLASS

R	G	B	HEX
0	57	72	#003948
6	71	132	#064784
77	122	151	#4D7A97
5	58	107	#053A6B
104	47	114	#682F72
123	28	64	#7B1C40
176	35	42	#B0232A
222	97	0	#DE6100
231	206	160	#E7CEA0
0	102	78	#00664E
102	141	60	#668D3C
173	167	93	#ADA75D
5	77	112	#054D70
69	97	145	#456191
80	67	142	#50438E

R	G	B	HEX
108	38	51	#6C2633
158	27	52	#9E1B34
192	54	44	#C0362C
131	110	44	#836E2C
185	156	107	#B99C6B
223	210	124	#DFD27C
74	109	98	#4A6D62
116	161	142	#74A18E
152	204	200	#98CCC8
0	87	126	#00577E
0	117	159	#00759F
91	151	177	#5B97B1
2	37	58	#02253A
88	121	146	#587992
165	184	201	#A5B8C9

STYLISH EXPLORER

R	G	B	HEX
0	40	62	#00283E
0	75	110	#004B6E
110	159	162	#6E9FA2
92	102	43	#5C662B
118	176	67	#76B043
188	215	95	#BCD75F
200	62	49	#C83E31
221	89	40	#DD5928
224	121	132	#E07984
80	34	103	#502267
131	76	113	#834C71
154	165	202	#9AA5CA
137	109	67	#896D43
197	170	104	#C5AA68
207	192	141	#CFC08D

R	G	B	HEX
70	96	19	#466013
103	143	0	#678F00
185	211	0	#B9D300
75	69	22	#4B4516
155	137	72	#9B8948
181	176	122	#B5B07A
0	56	71	#003847
0	82	155	#00529B
146	201	235	#92C9EB
89	30	85	#591E55
162	76	200	#A24CC8
191	131	216	#BF83D8
108	25	63	#6C191F
177	65	129	#B14181
236	156	211	#EC9CD3

CAMOUFLAGE

INDY

R	G	B	HEX
0	83	62	#00533E
94	119	3	#5E7703
155	175	142	#9BAF8E
0	58	79	#003A4F
0	146	221	#0092DD
165	217	236	#A5D9EC
65	75	86	#414B56
134	143	152	#868F98
210	214	217	#D2D6D9
78	38	20	#4E2614
144	90	51	#905A33
192	148	119	#C09477
155	133	54	#9B8536
159	155	116	#9F9B74
213	196	161	#D5C4A1

R	G	B	HEX
31	86	71	#1F5647
120	160	149	#78AD95
178	200	145	#B2C891
0	65	89	#004159
0	95	138	#005F8A
91	151	177	#5B97B1
25	25	25	#191919
124	152	174	#7C98AE
188	201	214	#BCC9D6
129	95	62	#815F3E
210	190	150	#D2BE96
227	220	192	#E3DCC0
159	160	163	#9FA0A3
158	141	129	#9E8D81
183	166	173	#B7A6AD

CASUAL UNIQUE

R	G	B	HEX
61	114	126	#3D727E
93	134	144	#5D8690
93	164	192	#75A4C0
69	128	198	#4380C6
112	160	223	#70A0DF
146	197	234	#92C5EA
74	90	84	#4A5A54
106	120	91	#6A785B
140	154	126	#8C9A7E
150	126	70	#967E46
149	153	92	#95995C
198	178	86	#C6B256
197	187	108	#C5BB6C
231	216	147	#E7D893
242	232	188	#F2E8BC

R	G	B	HEX
200	112	126	#C8707E
226	143	173	#E28FAD
239	180	193	#EFB4C1
228	142	88	#E48E58
237	170	125	#EDAA7D
240	199	171	#F0C7AB
90	160	141	#5AA08D
76	146	177	#4C92B1
168	200	121	#A8C879
103	143	174	#678FAE
172	153	193	#AC99C1
150	177	208	#96B1D0
192	136	99	#C08863
173	167	89	#ADA759
200	194	189	#C8C2BD

AT EASE

CUTE
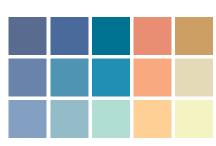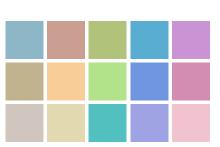
R	G	B	HEX
89	107	143	#596B8F
105	131	170	#6983AA
131	159	194	#839FC2
73	106	154	#496A9A
80	148	179	#5094B3
148	187	200	#94BBC8
0	115	146	#007392
31	144	179	#1F90BB
177	222	210	#B1DED2
233	142	115	#E98E73
249	169	127	#F9A97F
254	208	149	#FED095
206	159	101	#CE9F65
229	218	183	#E5DAB7
243	244	193	#F3F4C1

R	G	B	HEX
141	182	199	#8DB6C7
193	179	142	#C1B38E
209	198	191	#D1C6BF
202	159	146	#CA9F92
249	205	151	#F9CD97
227	217	176	#E3D9B0
177	194	122	#B1C27A
178	226	137	#B2E289
81	192	191	#51C0BF
89	173	208	#59ADD0
112	149	225	#7095E1
159	163	227	#9FA3E3
201	147	212	#C993D4
209	141	178	#DB8DB2
241	195	208	#F1C3D0

BRILLIANT

VIBRANT
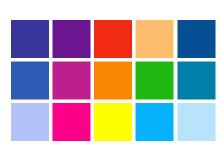
R	G	B	HEX
0	83	62	#00533E
122	191	0	#7ABF00
210	239	136	#D2EF88
0	45	98	#002D62
0	133	194	#0085C2
116	193	251	#74C1FB
227	0	109	#E3006D
0	158	192	#009EC0
84	214	244	#54D6F4
162	38	48	#A22630
249	114	17	#F97211
253	184	0	#FDB800
16	29	39	#101D27
131	146	159	#83929F
247	224	177	#F7E0B1

R	G	B	HEX
56	53	157	#38359D
44	92	179	#2C5CB3
178	193	248	#B2C1F8
105	22	144	#691690
189	31	141	#BD1F8D
253	0	137	#FD0089
241	43	18	#F12B12
247	135	0	#F78700
252	255	0	#FCFF00
253	189	110	#FDBD6E
31	184	18	#1FB812
6	179	252	#06B3FC
5	80	148	#055094
0	127	171	#007FAB
184	227	250	#B8E3FA

VIVID

LUXURY
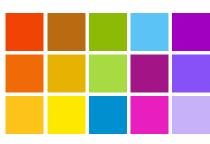
R	G	B	HEX
241	67	3	#F14303
241	106	8	#F16A08
254	165	24	#FEA518
186	107	17	#BA6B11
231	179	3	#E7B303
254	232	0	#FEE800
141	186	5	#8DBA05
166	220	65	#A6DC41
0	144	208	#0090D0
91	195	245	#5BC3F5
163	21	134	#A31586
232	30	191	#E81EBF
161	0	193	#A100C1
134	81	247	#8651F7
200	178	247	#C8B2F7

R	G	B	HEX
20	12	92	#140C5C
77	28	122	#4D1C7A
133	0	94	#85005E
195	0	117	#C30075
239	65	35	#EF4123
244	116	24	#F47418
255	202	0	#FFCA00
249	244	0	#F9F400
164	166	169	#A4A6A9
0	112	142	#00708E
0	144	172	#0090AC
79	183	206	#4FB7CE
26	142	198	#1A8EC6
109	185	222	#6DB9DE
168	214	236	#A8D6EC

GORGEOUS

SMART
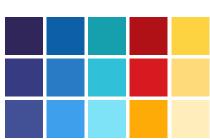
R	G	B	HEX
0	104	132	#006884
0	144	158	#00909E
137	219	236	#89DBEC
237	0	38	#ED0026
250	157	0	#FA9D00
255	208	141	#FFD08D
176	0	81	#B00051
246	131	112	#F68370
254	171	185	#FEABB9
110	0	108	#6E006C
145	39	143	#91278F
207	151	215	#CF97D7
0	0	0	#000000
91	91	91	#5B5B5B
212	212	212	#D4D4D4

R	G	B	HEX
49	38	89	#312659
55	59	129	#373B81
66	80	150	#425096
13	96	165	#0D60A5
41	123	198	#297BC6
62	160	237	#3EA0ED
22	159	173	#169FAD
48	193	216	#30C1D8
127	227	247	#7FE3F7
176	17	22	#B01116
215	25	32	#D71920
254	171	7	#FEAB07
254	211	65	#FED341
255	218	122	#FFDA7A
255	238	188	#FFEEBC

FASHION FASCINATE

R	G	B	HEX
0	103	197	#0067C5
53	155	231	#359BE7
22	210	253	#16D2FD
106	91	7	#6A5B07
187	168	0	#BBA800
233	247	66	#E9F742
159	45	32	#9F2D20
232	106	86	#E86A56
254	180	36	#FEB424
191	102	142	#BF668E
250	179	196	#FAB3C4
249	211	165	#F9D3A5
39	47	39	#272F27
83	39	33	#532721
180	164	147	#B4A493

R	G	B	HEX
96	45	44	#602D2C
227	4	27	#E3041B
240	78	108	#F04E69
173	29	84	#AD1D54
228	74	133	#E44A85
244	128	179	#F480B3
79	72	123	#4F487B
101	93	179	#655DB3
149	143	213	#958FD5
4	115	183	#0473B7
62	159	203	#3E9FCB
102	193	227	#66C1E3
95	163	6	#5FA306
172	201	4	#ACC904
249	237	27	#F9ED1B

BEAUTIFUL

EXTREME

R	G	B	HEX
237	2	11	#ED020B
244	101	40	#F46528
255	202	43	#FFCA2B
238	47	127	#EE2F81
241	80	149	#F15095
255	169	206	#FFA9CE
64	120	211	#4078D3
80	168	227	#50A8E3
173	222	250	#ADDEFA
127	176	5	#7FB005
184	214	4	#B8D604
204	255	0	#CCFF00
124	20	77	#7C144D
127	66	51	#7F4233
108	92	50	#6C5C32

R	G	B	HEX
2	61	123	#023D7B
27	76	140	#1B4C8C
68	139	227	#448BE3
2	91	143	#025B8F
8	139	179	#088BB3
2	202	230	#02CAE6
198	22	48	#C61630
238	36	62	#FE243E
254	57	81	#FE3951
240	54	36	#F03624
243	84	27	#F3541B
254	135	43	#FE872B
143	209	115	#8FD173
183	185	107	#B7B96B
173	152	95	#AD985F

SECRET

PLEASANT

R	G	B	HEX
20	78	112	#144E70
50	118	183	#3276B7
74	185	233	#4AB9E9
19	121	151	#137997
77	202	160	#4DCAA0
156	252	219	#9CFCDB
57	70	105	#394669
82	92	137	#525C89
183	166	237	#B7A6EA
115	56	83	#733853
163	77	139	#A34D8B
243	160	218	#F3A0DA
151	19	73	#971349
182	48	93	#B6305D
247	90	177	#F75AB1

R	G	B	HEX
50	65	123	#32417B
73	87	158	#49579E
80	113	199	#5071C7
21	18	116	#151274
14	75	170	#0E4BAA
47	147	204	#2F93CC
0	114	162	#0072A2
8	167	197	#08A7C5
15	207	213	#0FCFD5
200	10	90	#C80A5A
210	51	86	#D23356
242	78	139	#F24E8B
255	220	0	#FFDC00
255	248	0	#FFF800
241	252	73	#F1FC49

FRESH

VOGUE

R	G	B	HEX
3	48	123	#03307B
26	69	155	#1A459B
69	132	249	#4584F9
3	173	226	#03ADE2
85	201	236	#55C9EC
152	233	254	#98E9FE
20	208	3	#14D003
19	207	123	#13CF7B
40	250	156	#28FA9C
255	185	40	#FFB928
255	208	40	#FFD028
255	255	40	#FFFF28
86	25	71	#561947
148	30	109	#941E6D
249	69	177	#F945B1

R	G	B	HEX
34	76	115	#224C73
32	100	142	#20648E
119	219	221	#77DBDD
91	114	83	#5A7253
116	151	128	#749780
183	231	169	#B7E7A9
254	190	84	#FEBE54
255	218	122	#FFDA7A
255	245	128	#FFF580
96	25	125	#60197D
109	65	147	#6D4193
131	97	208	#8361D0
122	40	85	#7A2855
164	29	92	#A41D55
239	16	163	#EF10A3

MODERN

MODEST

R	G	B	HEX
0	63	83	#003F53
57	148	179	#3994B3
100	177	209	#64B1D1
0	98	109	#00626D
7	156	186	#079CBA
96	205	217	#60CDD9
0	62	107	#003E6B
0	115	160	#0073A0
186	236	233	#BAECE9
208	252	14	#D0FC0E
253	176	117	#FDB075
255	215	110	#FFD76E
77	94	108	#4D5E6C
133	142	156	#858E9C
204	209	213	#CCD1D5
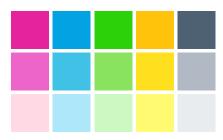
R	G	B	HEX
91	59	166	#5B3BA6
135	83	195	#8753C3
191	167	227	#BFA7E3
44	89	143	#2C598F
51	128	210	#3380D2
96	188	241	#60BCF1
78	160	5	#4EA005
112	183	40	#70B728
138	231	56	#8AE738
253	151	43	#FD972B
252	178	97	#FCB261
255	223	151	#FFDF97
90	110	125	#5A6E7D
113	152	166	#7198A6
192	215	225	#C0D7E1

CREATIVE COLOR SCHEMES

INSPIRE

R	G	B	HEX
228	35	157	#E4239D
238	101	202	#EE65CA
255	218	228	#FFDAE4
3	162	225	#03A2E1
63	194	230	#3FC2E6
174	230	250	#B0E6FA
44	209	9	#2CD109
137	227	94	#89E35E
205	248	193	#CDF8C1
255	195	11	#FFC30B
255	224	31	#FFE01F
255	250	113	#FFFA71
78	97	114	#4E6172
177	186	196	#B1BAC4
233	236	239	#E9ECEF

VISUAL INDEX
FOR PRINT

58 subtoe			
34 yellowtone			
22 common			
146 fashion	64 romantic		
32 orangetone	60 charming		78 cool
20 colorful	104 magic		144 smart
62 delight	42 purpletone	138 vivid	158 fresh
72 tender	132 cute	26 sour-spicy	134 brilliant
150 beautiful	48 beigetone	76 active	166 inspire
30 pinktone	130 at ease	36 greentone	40 lightblue
70 cheerful	86 warm	122 camouflage	90 beach
68 fancy	128 unique	106 art nouveau	116 high-class
136 vibrant	110 decor	124 indy	56 delicate
98 exotic	160 vogue	96 powerful	88 tranquil
66 sweet	154 secret	52 neutral	156 pleasant
108 art deco	148 fascinate	50 graytone	162 modern
28 redtone	92 rich	126 casual	80 calm
152 extreme	120 explorer	84 muted	38 bluetone
142 gorgeous	44 browntone	100 metallic	82 ocean
24 pioneer	112 progressive	164 modest	118 stylish
18 basic	46 earthtone	102 classic	114 intense
74 festival	94 elegant	54 black&white	140 luxury

VISUAL INDEX
FOR THE WEB

62 delight

179 romantic

198 vivid

205 inspire

171 pinktone

180 sweet

201 beautiful

181 cheerful

188 exotic

200 fascinate

202 secret

178 subtle

196 cute

175 beigetone

185 warm

195 casual

193 explorer

175 earthtone

174 browntone

191 progressive

186 rich

172 yellowtone

197 vibrant

181 tender

169 common

180 fancy

186 beach

171 orangetone

196 at ease

200 fashion

195 unique

190 art deco

182 festival

169 pioneer

199 gorgeous

170 redtone

201 extreme

168 basic

192 intense

187 powerful

170 sour-spicy

182 active

172 greentone

194 camouflage

194 indy

190 art nouveau

202 pleasant

204 modern

192 high-class

176 neutral

176 graytone

184 muted

204 modest

188 metalic

189 classic

177 black&white

178 charming

189 magic

174 purpletone

203 vogue

183 cool

197 brilliant

168 colorful

199 smart

173 lightblue

203 fresh

173 bluetone

177 delicate

185 tranquil

183 calm

191 decor

184 ocean

193 stylish

187 elegant

198 luxury

Tips

Two-Up View

Set page display in Two-Up view for a panorama of color scheme.
Select: View > Page Display > Two-Up ✔

Turn the Overprint Preview Off

In order to see the vibrant RGB colors, make sure that you turn the Overprint Preview option off.
Deselect: Advanced > Print Production > Overprint Preview ✘

CREATIVE COLOR SCHEMES

INSPIRE	FRESH	SOUR-SPICY	UNIQUE	PIONEER
VIVID	VOGUE	BRILLIANT	ART NOUVEAU	SMART
BEAUTIFUL	GORGEOUS	POWERFUL	ART DECO	MODEST
FASHION	PROGRESSIVE	EXPLORER	DECOR	INDY
FASINATE	EXOTIC	CAMOUFLAG	STYLISH	MODERN