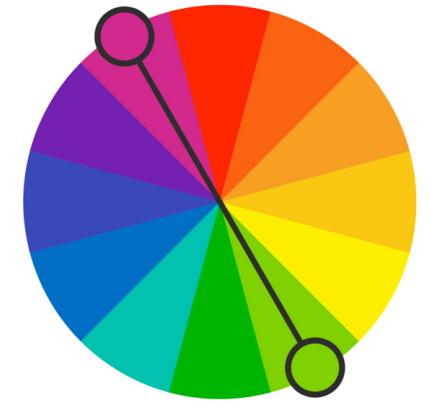
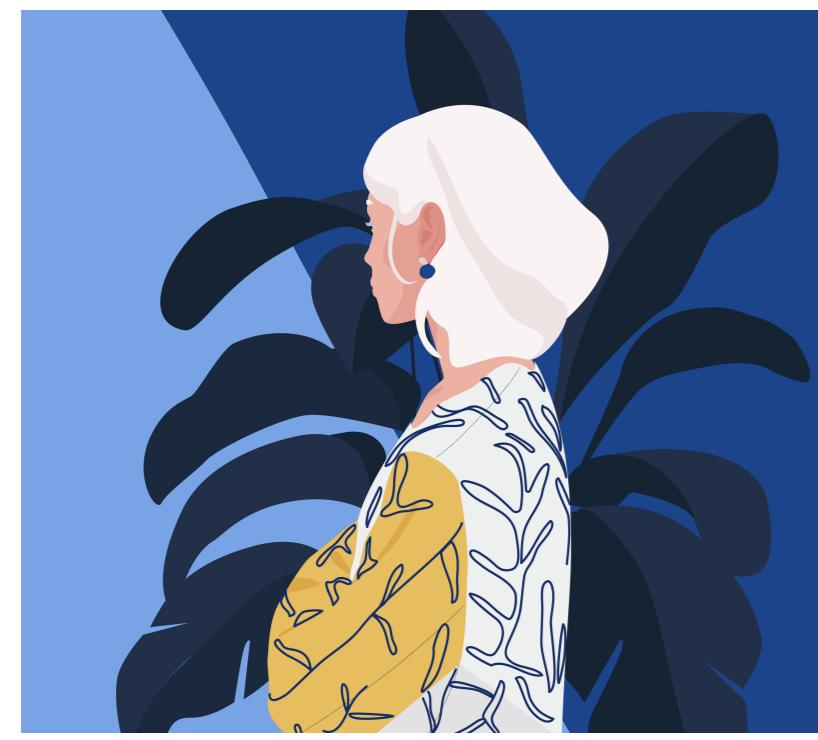


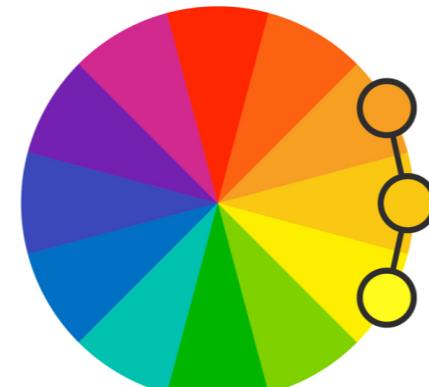
COMPLEMENTARY



Complementary colors are two colors that sit directly across from each other on the color wheel. Red and green, for instance, are complementary colors. A color scheme based on complementary colors will be quite vibrant, as the two colors contrast against one another. The stark contrast can make it difficult to work with on a large scale; but, used in small doses, it's a great way to pull attention to a particular area.



ANALOGOUS

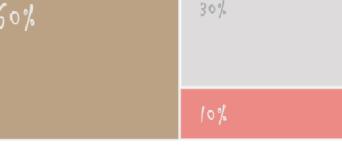
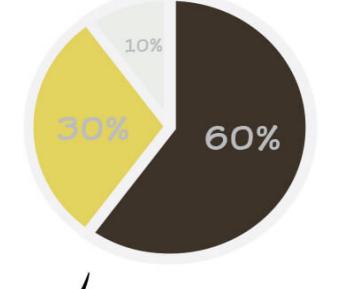


Analogous colors sit directly next to one another on the color wheel and can be very effective in creating a calm, serene feeling. **Analogous color schemes** can often be found in nature and when used, typically one color is the dominant color, the second color is the secondary color, while the third is used primarily as an accent. The colors are already harmonious, so you'll want to be sure there is enough contrast to make your design pop.

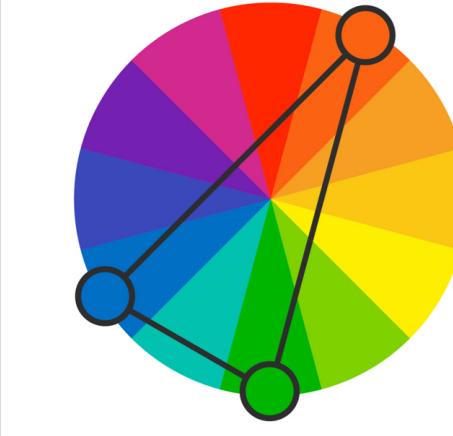


60-30-10 rule - aesthetically pleasing and adequately balanced palettes

One color, usually something rather neutral makes up 60% of the palette. An additional supplementary color makes up 30% of the palette. And then a third color is used as an accent for the rest 10% of the design.



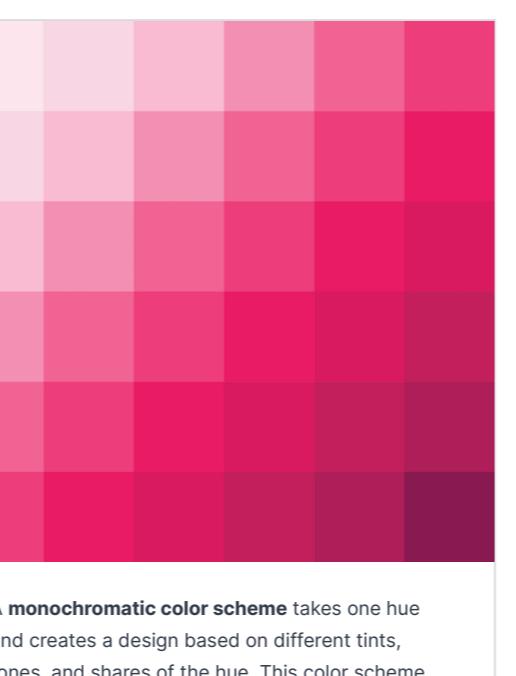
SPLIT COMPLEMENTARY



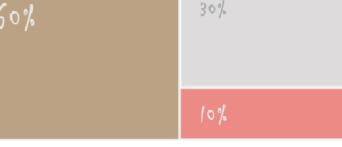
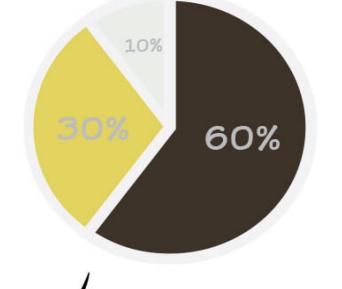
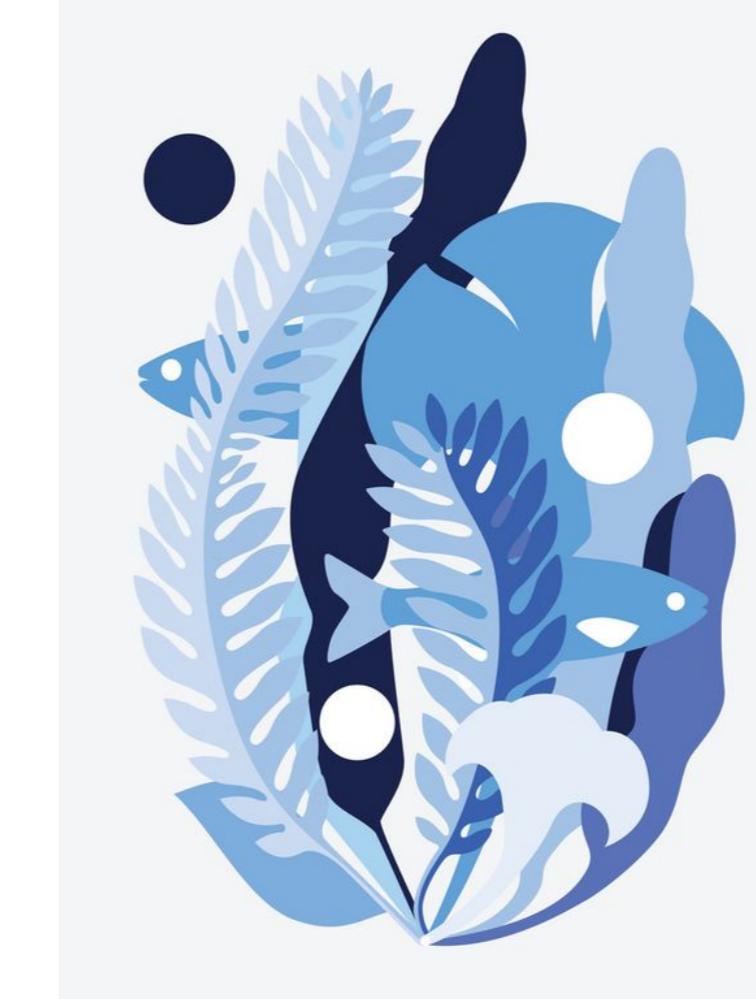
This variation on a complementary color scheme is often used because it's a little less jarring. Instead of drawing a straight line across the wheel, a **split-complementary color scheme** uses one basic color and two additional colors that are adjacent to the base color's complement. So, if red-orange (vermillion) is the base color, the other two colors in the scheme would be blue and green. The results are still vibrant, but as the contrast isn't so strong it's easier for beginners to work with.



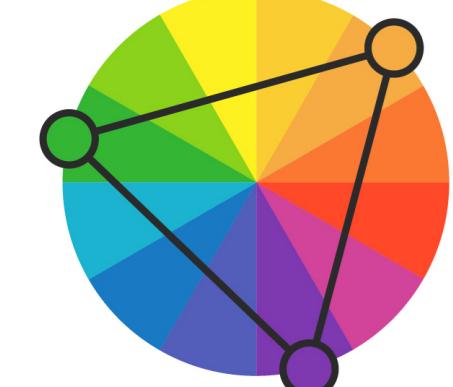
Monochromatic



A **monochromatic color scheme** takes one hue and creates a design based on different tints, tones, and shades of the hue. This color scheme allows for cohesion and relies on contrasting tones to attract attention or create focus.



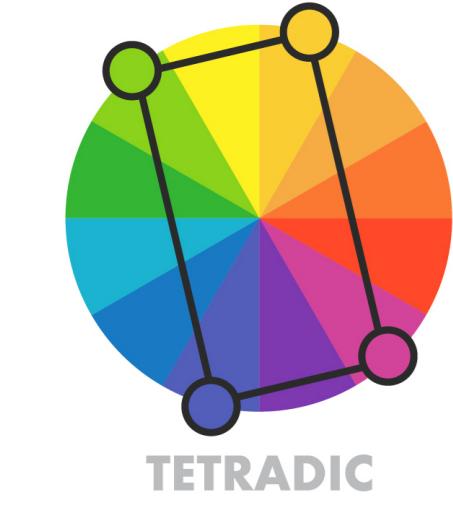
TRIAD



While not the easiest color scheme to use, if done right it can yield great results. Draw a triangle on the wheel and you'll hit on three colors equally spaced apart. For instance, purple, orange, and green (the secondary colors). **Triadic colors** are quite vibrant and rich, so to use them effectively you'll want to choose one dominant color and use the other two as accents.



TETRADIC



This **rectangular color scheme** uses four colors broken into two complementary pairs. This rich color palette can be tricky to master, but allows for a lot of variety. It works best if one color is dominant or if the colors are subdued. By using all colors equally, the overall design may appear unbalanced. Another characteristic to consider is the balance between warm and cool colors.

