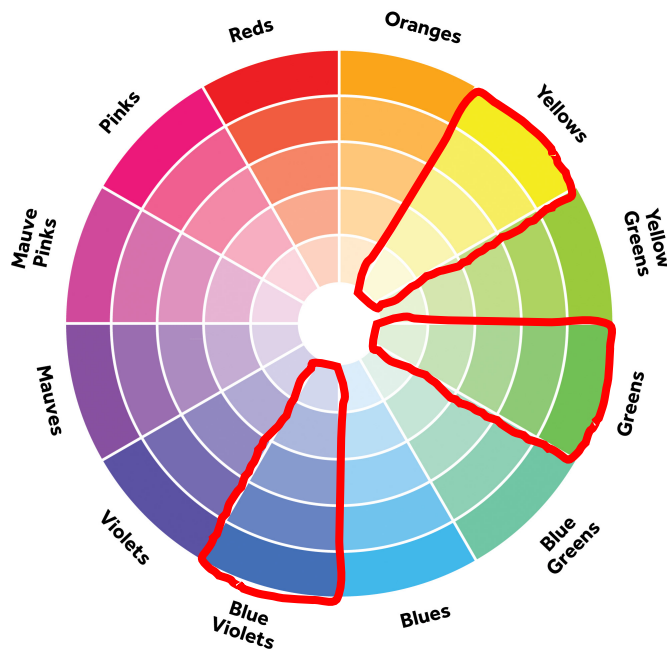
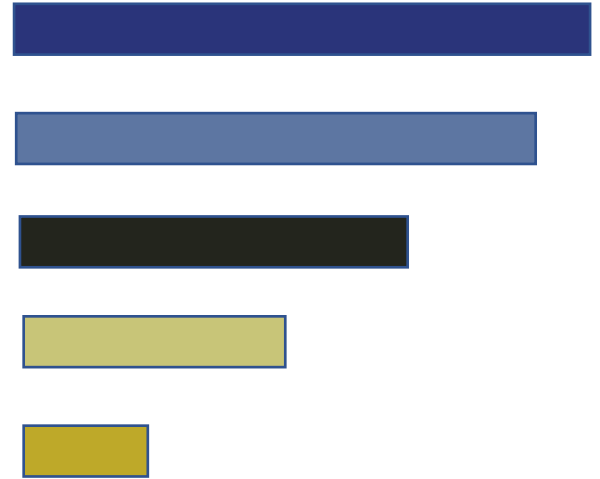
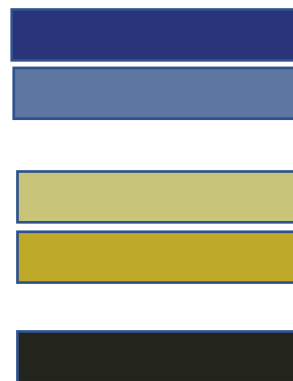




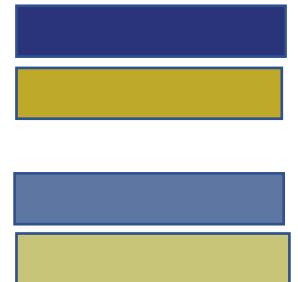
### 5 Colors



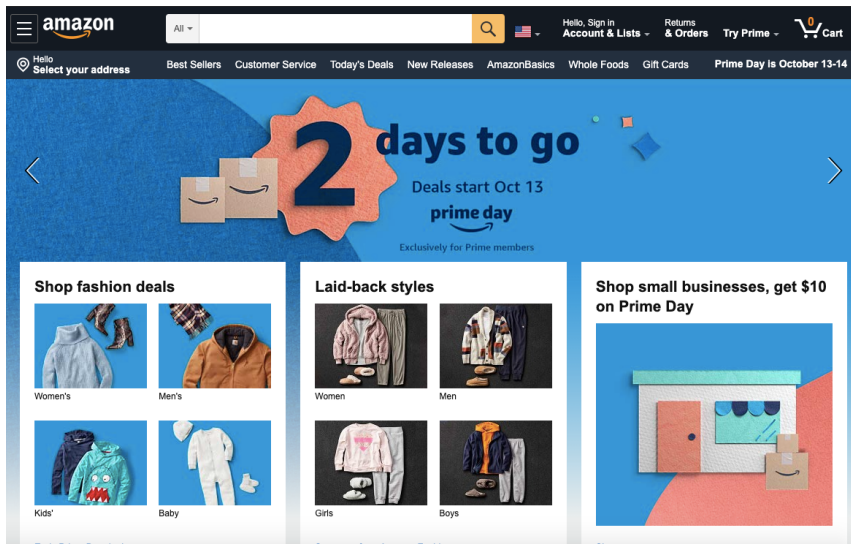
### Analogous



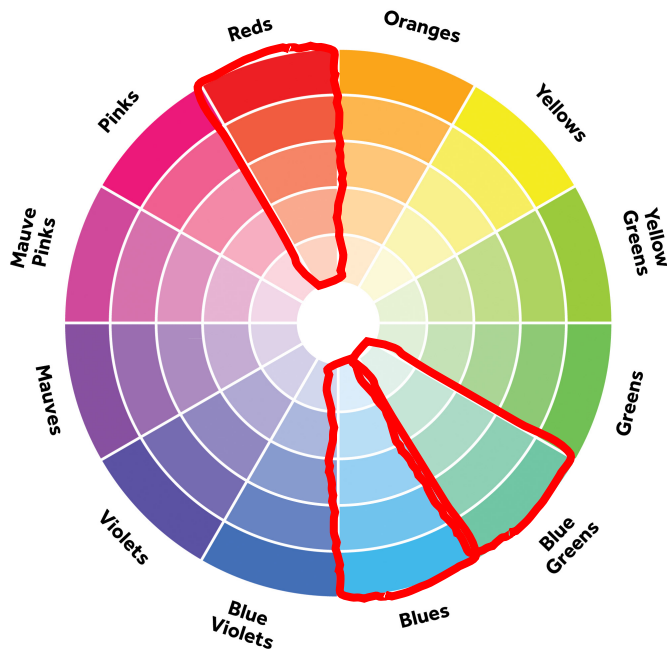
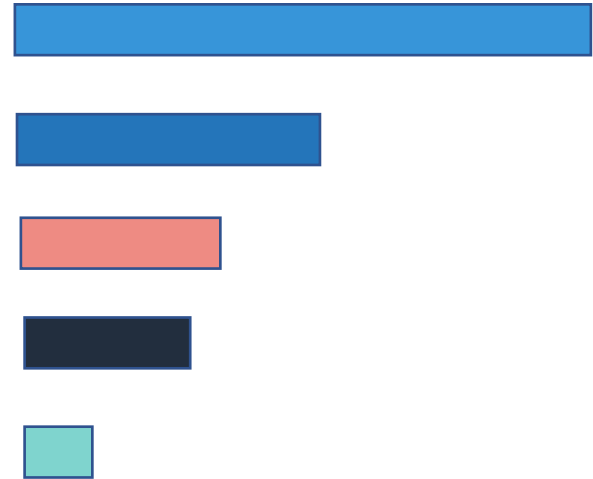
### Complementary



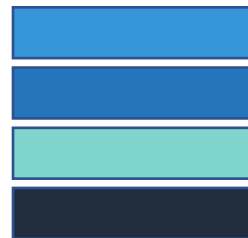
The "Starry Night" by Vincent Van Gogh is a classic painting making use of mostly cool colors along with touches of warm colors that grab the eye. There are some uses of lights and darks which complement each other. Although most of the painting is dominated by blues, there are also some uses of green/dark green. The use of blues and yellows are complementary but the yellow and green are analogous. It has a unique colors scheme, making the piece intriguing and one of my favorites.



## 5 Colors



## Analogous



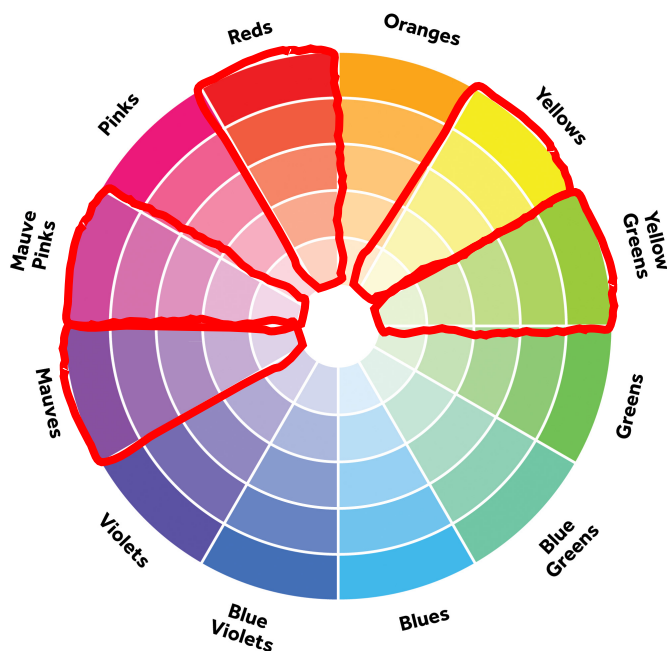
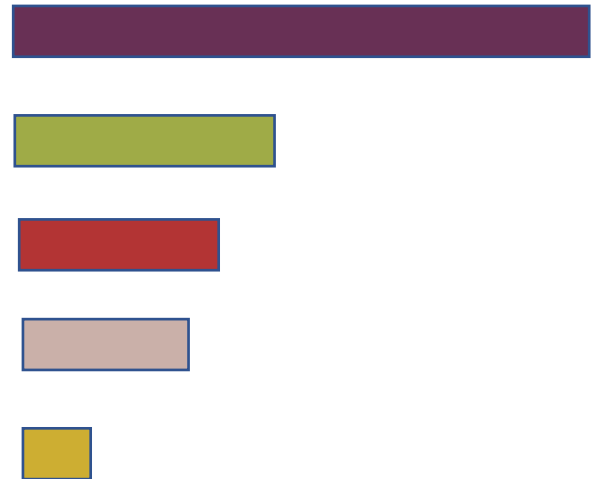
## Complementary



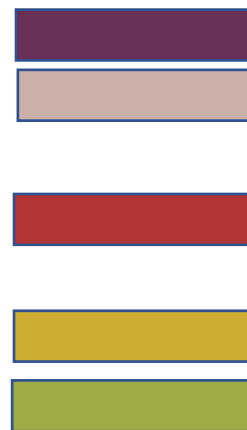
Amazon is a popular ecommerce website known to sell a variety of items from a through z. I like the use of various blues that are analogous. The blues vary from lights to darks on the site from the navigation bar to the homepage. The site dominantly embodies the cool color feel, but there is also this pop of warmth that catches the eye with the coral/reddish color. This directly complements the blue which is why is why the audience could be more attentive to it. It makes sense to use the color scheme especially because Amazon is promoting their prime day event for customers.



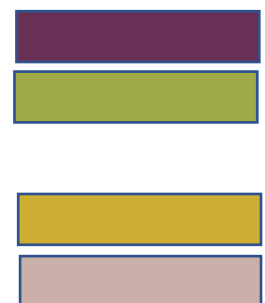
## 5 Colors



## Analogous



## Complementary



I received the BJ's Wholesale grocery flyer in the mail. The front page did make me want to look at the ad more because of the unique color scheme. However, I did not particularly like the mix of colors used because there were a lot of complementary colors. The purple and the green do not work well together. The purple and the red also seemed to contrast even though they are close together or analogous on the color wheel. The tone is cool because of the purple background, but there are also splashes of warm tones on the page.