**5 Color Theory Tips Every Designer Should You Know.**

1. **Color Harmony:** color harmony describes where these colors are on the color wheel. Always start with color harmonies; this are historical proven science backed techniques to pair colors together in visually pleasing wats.

Some of the common harmony terms are:

1. **Monochromatic**
2. **Complementary**
3. **Analogous**

***Most design software today has color wheels built in them, like the Color Guide in Illustrator and Color Harmony Tool in Procreate.***

1. **Neutral Colors:** neutral colors are like the supporting guides for your lead (primary) colors.
2. They can be warm, cool, light or dark.
3. The most neutral color choices are: Black, White, Gray and Brown.

The essence of using these neutral colors is that they offer visual relieve from your primary (lead), as they tend to recede into the background, leaving room for the big bold color choices, and by contrast, they make the primary colors stand out even more.

You can think of neutral colors like negative space.

1. Less is more

The most common collour mistake is OVERUSE and second most common mistake is OVER-SATURATION.

The more colour you have to work with, the more difficult it is for you to have this colours work together.

1. Contrast: General rule of thumbs: If it would work in grayscale, it would work in colors.

Not only does low contrast make something difficult to read, see or experience, it can also make the message ineligible or even invisible to people who may be experiencing color blindness.

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Which is why having strong contrast, especially with type is crucial to accessible design.

So get into the habit of checking your color values; by converting your work to grayscale.

1. Aim for Balance

Working with colors is a lot like playing with instruments.

Most Important

Make your own rules!