


The background of the slide is a horizontal rainbow gradient. Overlaid on this is a dark, semi-transparent rectangular box with a thin white border. Inside this box, the title and subtitle are written in white text.

An Introduction to Colour

Peter Windle – 25/02/2021

Colour vs Color



Colour Psychology

- It's a branch of psychology studying the influence of colours on human **mood and behaviour**.
- Our minds react to colours **subconsciously**, we usually do not notice it.
- The moment our eyes perceive a colour, they connect with the brain which gives signals to the endocrine system releasing **hormones** responsible for the shifts in **mood and emotions**.



Colour Psychology

Colour psychology is the study of how colours affect perceptions and behaviours.

In marketing and branding, colour psychology is focused on how colours impact consumers' impressions of a brand and whether or not they persuade consumers to consider specific brands or make a purchase.

Colour Matters...

- 92.6 percent said that they put most importance on visual factors when purchasing products.
- Only 5.6 percent said that the physical feel via the sense of touch was most important.
- Hearing and smell each drew 0.9 percent.

Source: Secretariat of the Seoul International colour Expo 2004



Colour Matters

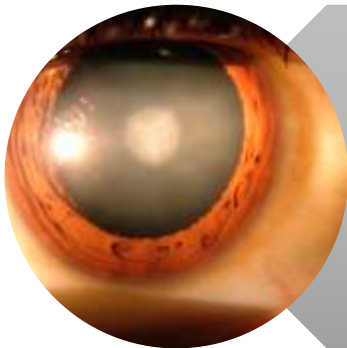


Research reveals people make a subconscious judgment about a person, environment, or product within 90 seconds of initial viewing



Between 62% and 90% of that assessment is based on colour alone.

Source: CCIcolour - Institute for colour Research



Colour increases brand recognition by up to 80 percent

Source: University of Loyola, Maryland



“It doesn't have to be beige”




Think different.



Colour Theory

Colour Meaning In Branding

Colours are a vital factor for not only the visual appearance of your website but also brand recognition.

Nevertheless, in branding, colours tend to have more direct meanings than in common understanding.

They can be briefly described within a few words

So here are some examples...

DANGER.
Excitement
Confidence
Youth
Passion
Love
Emotion

Friendly
Warm
Creative
Energetic

Trust
Security
Conservative
Comfort
Stability

Luxurious

Creative

Glamor

Power

Wisdom

Reliable
Sophisticated
Serious
Formal
Mystery
Experienced

Simple

Calm

Clean

Wholesomeness

Reliability

Elegance

Security

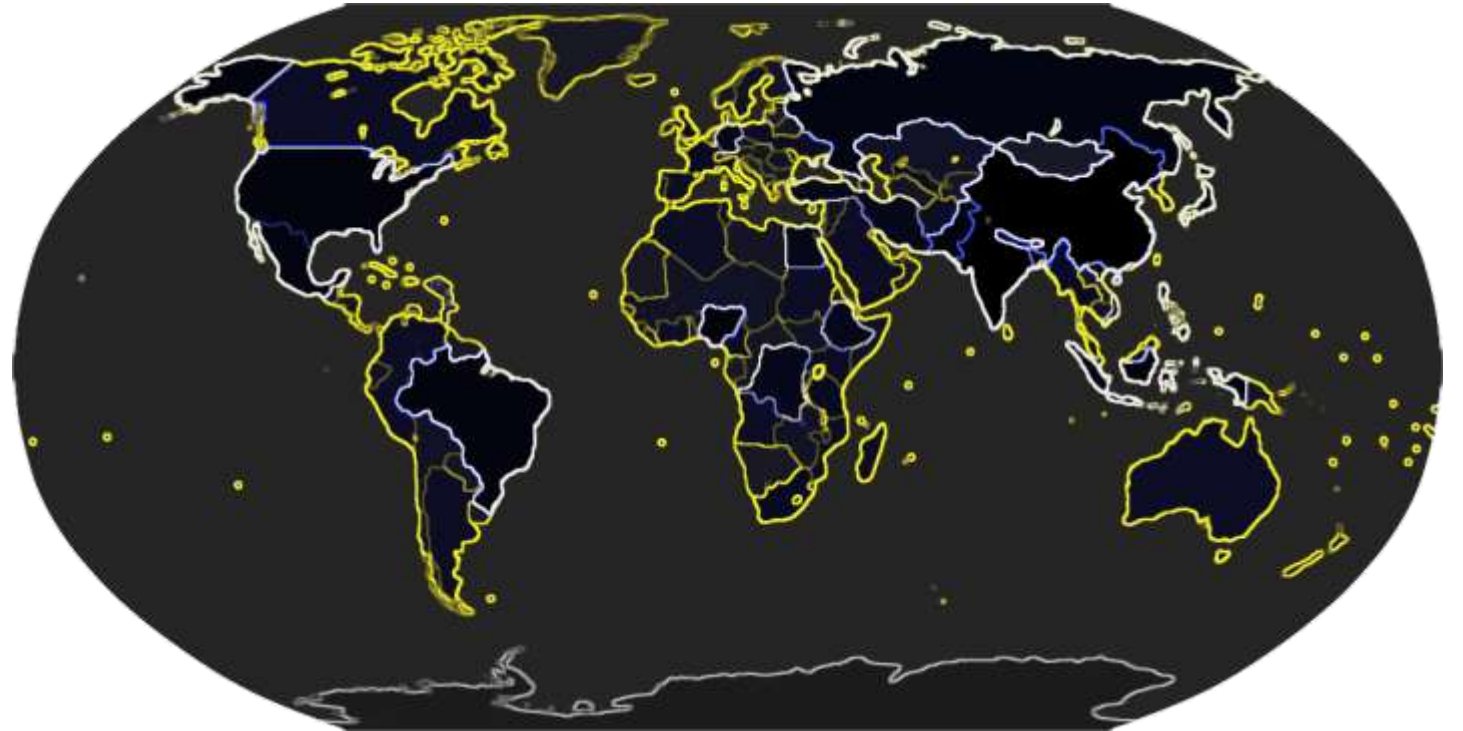
Healing

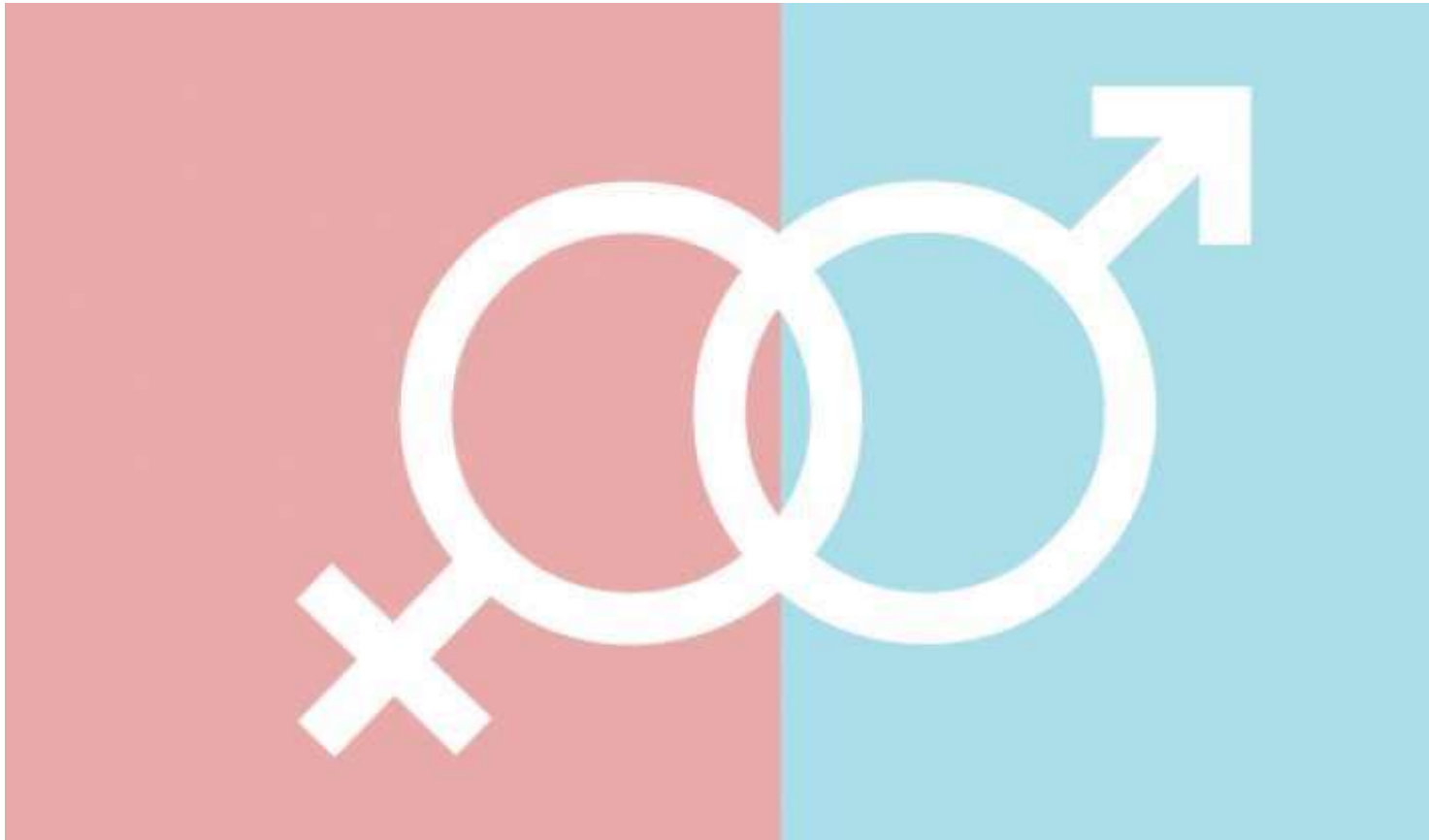
Grounding

Stability

Cultural Differences

- Designers need to consider that there are many cultural differences and colour perception is not an exception.
- Sometimes cultures define colours diversely, for example, in Western countries, white colour means happiness and purity, while in some Asian countries it symbolizes death.
- In China, red symbolizes good fortune and joy. Chinese New Year

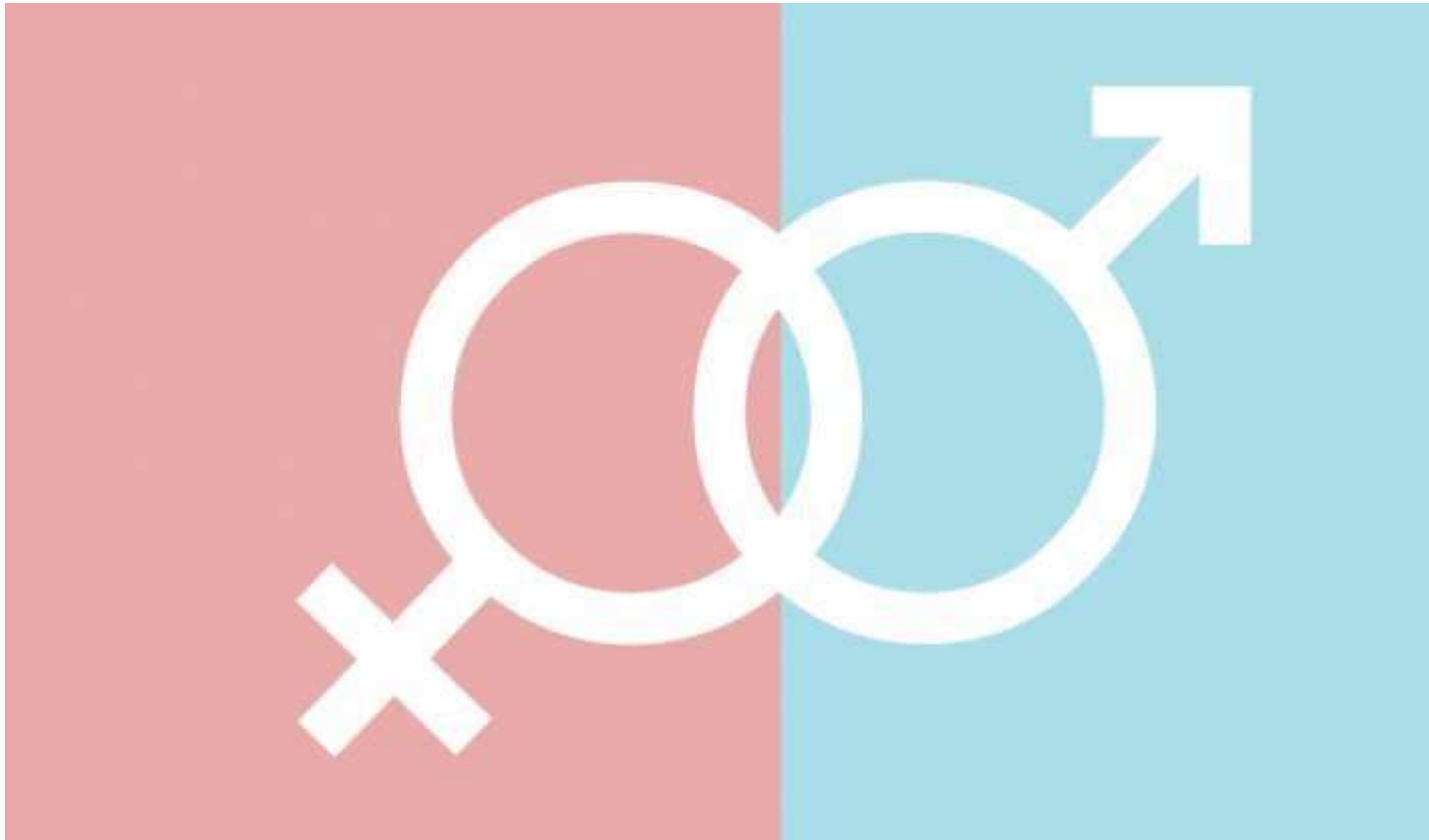




Preferred Colour by gender

<http://www.joehallock.com/edu/COM498/preferences.html>

- **Blue is the top colour.** Both men and women of all ages think of blue as the favoured colour. The shades of blue such as cerulean, azure, beryl, cornflower blue, and sapphire are popular among women.
- **Brown and orange are in dislike.** The first one considered less favorable among men, the second – among women.



Preferred Colour by gender

<http://www.joehallock.com/edu/COM498/preferences.html>

- **Cool colours are preferred.** Men and women favor blue, green and their tints in general.
- **Women like tints.** When men prefer pure or shaded colours, ladies are good with tints.
- **Men prefer achromatic colours.** White, black and gray are neutral colours and men are keen to choose them.

Don't Feel Personally Connected
With Your Colour Choice

Colour Mixing

Additive color

Subtractive color

Red **G**reen **B**lue
RGB

Cyan **M**agenta **Y**ellow **B**lack
CMYK

Additive Colour Wheel



Used to mix light

Subtractive Colour Wheel

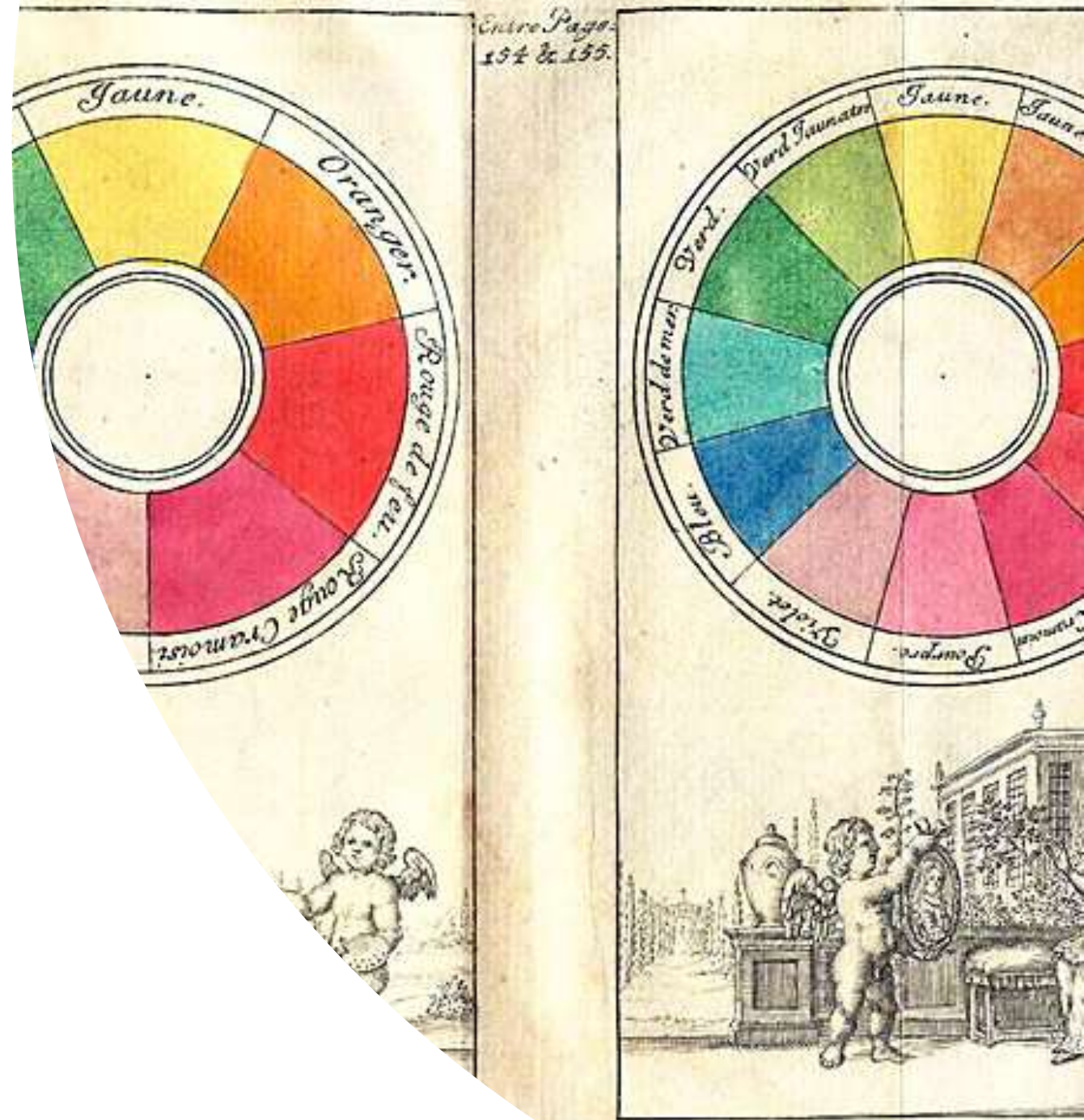


Used to mix paint

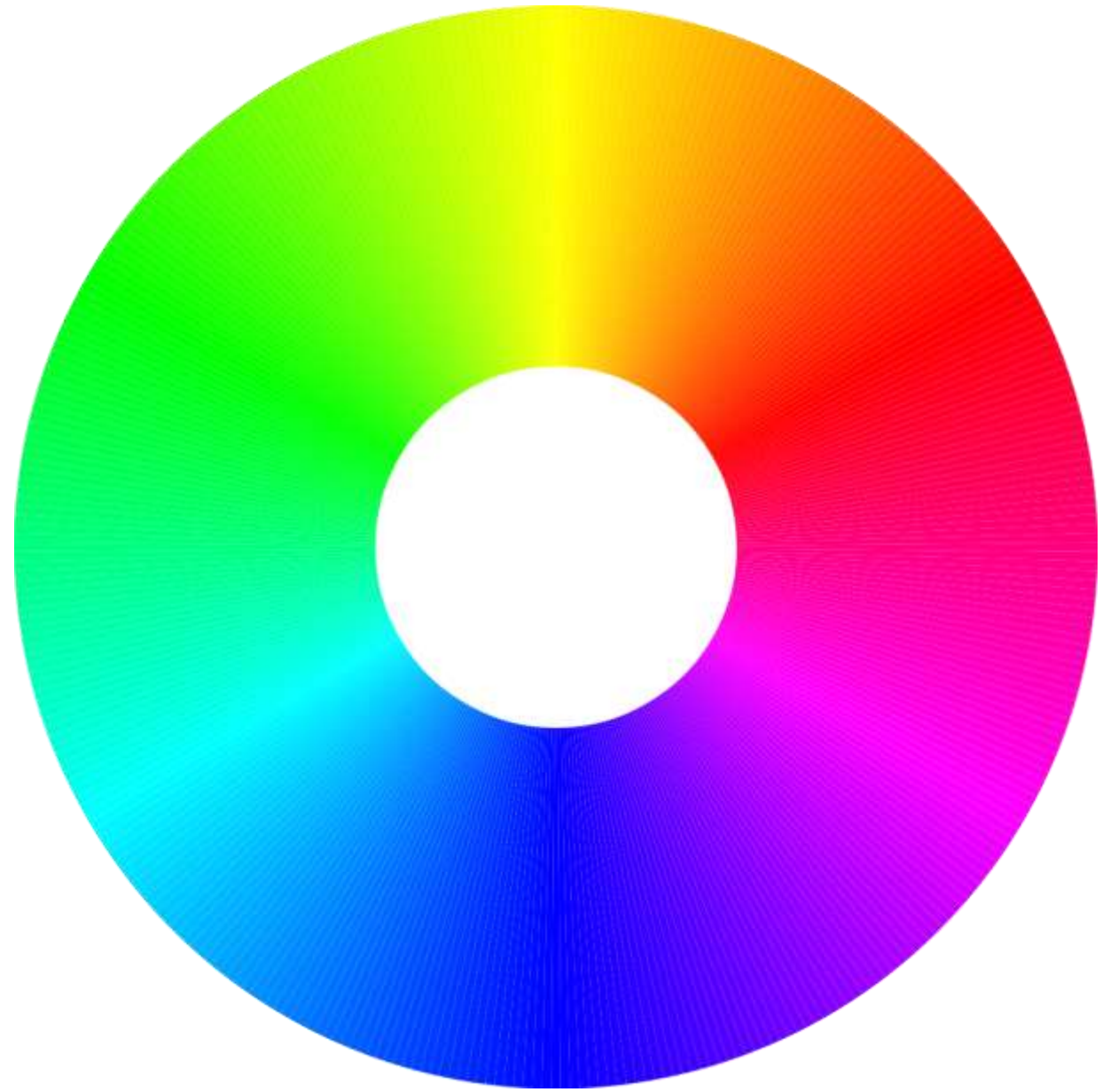
Source: <https://www.diyphotography.net/avoid-colour-banding-using-coloured-gels/>

Colour Wheel

A colour wheel or colour circle is an abstract illustrative organization of colour hues around a circle, which shows the relationships between primary colours, secondary colours, tertiary colours etc.



RGB
Colour
Wheel



Colour Theory

Colour theory is a practical combination of art and science that's used to determine what colours look good together.

The colour wheel was invented in 1666 by Isaac Newton, who mapped the colour spectrum onto a circle.

The colour wheel is the basis of colour theory, because it shows the relationship between colours.





Primary



Secondary



Tertiary

Colour Harmony

- Harmony can be defined as a pleasing arrangement of parts, whether it be music, poetry or colour
- In visual experiences, harmony is something that is pleasing to the eye. It engages the viewer and it creates an inner sense of order, a balance in the visual experience.
- When something is not harmonious, it's either boring or chaotic.
- At one extreme is a visual experience that is so bland that the viewer is not engaged.

Colour combinations

Monologous



Complementary



Analogous



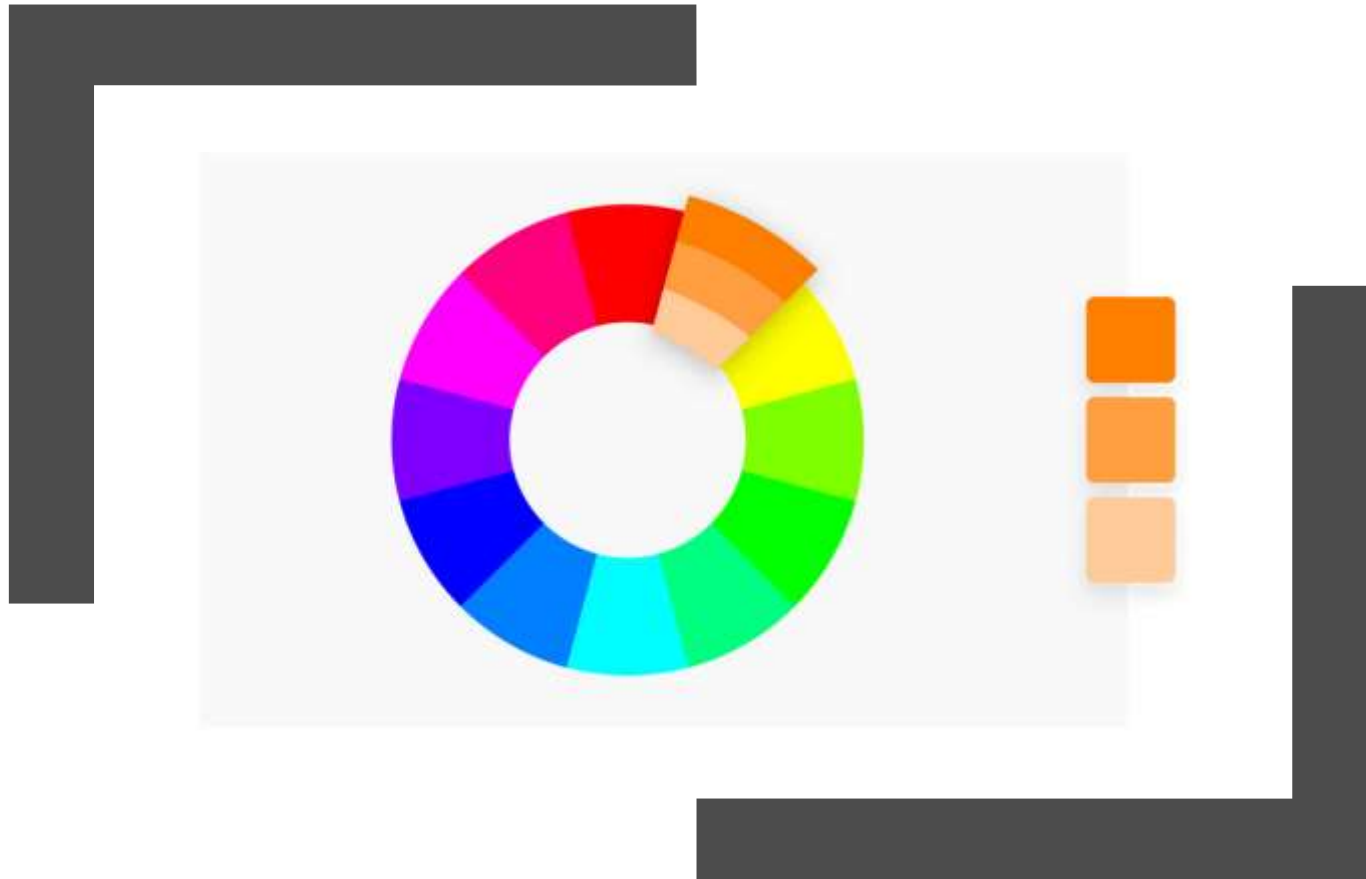
Triadic



Tetradic

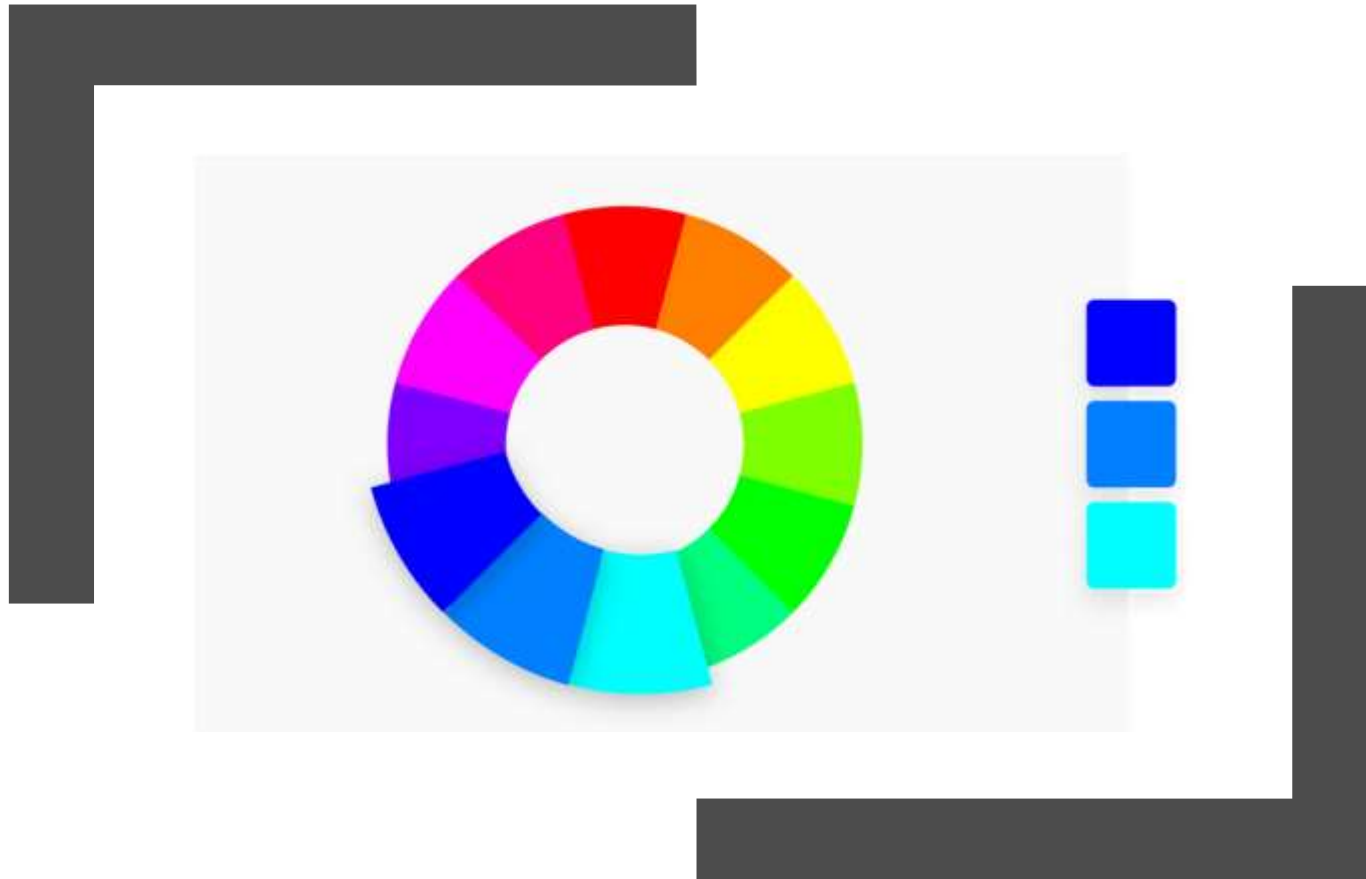


Monochromatic



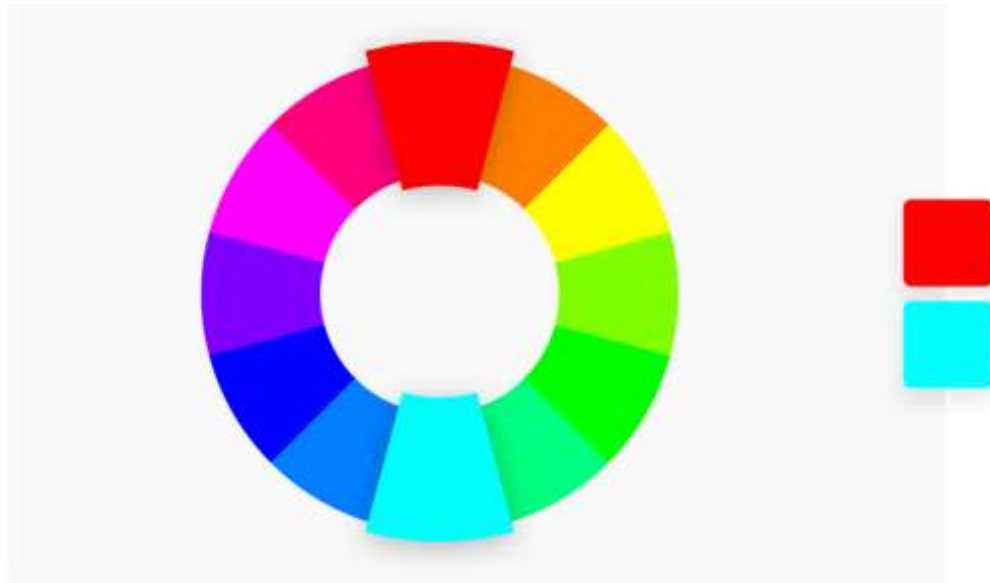
- Shades, tones and tints of one base colour.
- Provides a subtle and conservative colour combination.
- This is a versatile colour combination that is easy to apply to design projects for a harmonious look.

Analogous



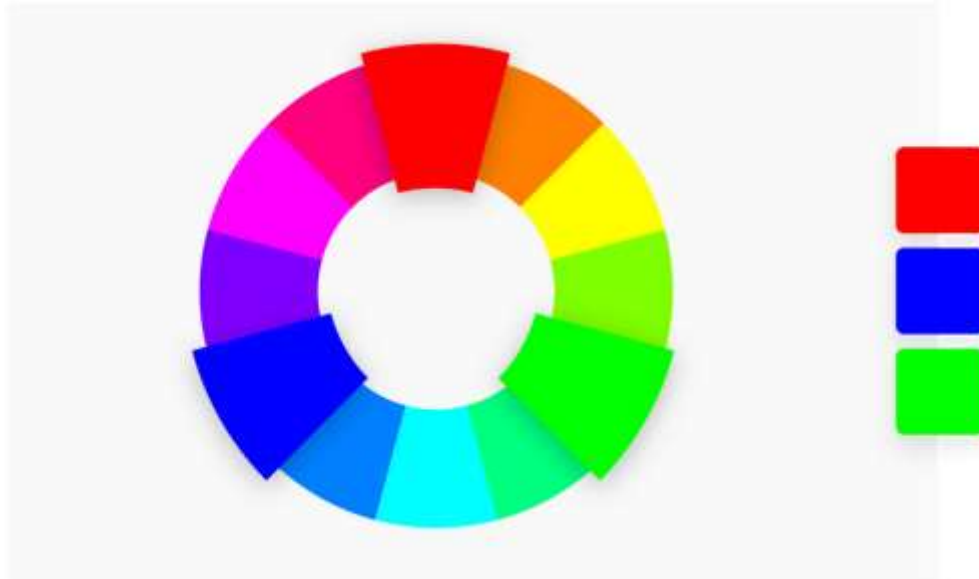
- Three colours that are side by side on the colour wheel.
- This colour combination is versatile, but can be overwhelming.
- To balance an analogous colour scheme, choose one dominant colour, and use the others as accent

Complementary



- Colours aren't always at odds with each other: complementary colours accent each other and bring out their best, the opposite of contrast.
- These are the colours opposite each other on the colour wheel, for example, purple's complement is green.

Triadic



- Three colours that are evenly spaced on the colour wheel.
- This provides a high contrast colour scheme, but less so than the complementary colour combination — making it more versatile.
- This combination creates bold, vibrant colour palettes.

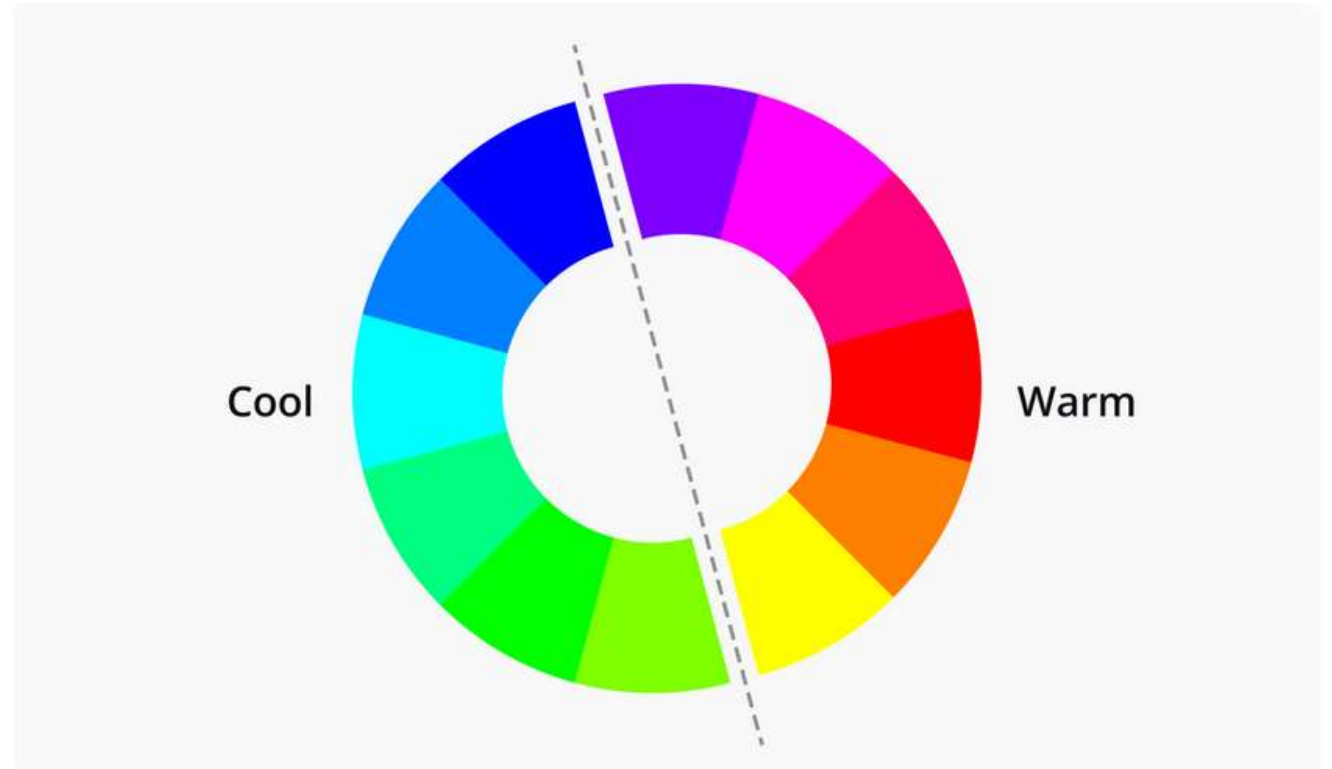
Tetradic



- Four colours that are evenly spaced on the colour wheel.
- Tetradic colour schemes are bold and work best if you let one colour be dominant, and use the others as accents.
- The more colours you have in your palette, the more difficult it is to balance,

Warm & Cool Colours

- The colour wheel can also be divided into warm and cool colours.
- The warmth or coolness of a colour is also known as its colour temperature.
- The colour combinations found on a colour wheel often have a balance of warm and cool colours.
- According to colour psychology, different colour temperatures evoke different feelings. For example, warm colours are said to bring to mind cosiness and energy, while cool colours are associated with serenity and isolation.



Source: <https://www.canva.com/colors/color-wheel/>



Shades, Tints and Tones

Source: <https://www.canva.com/colors/color-wheel/>

Shade

- A shade is created by adding black to a base hue, darkening the colour. This creates a deeper, richer colour. Shades can be quite dramatic and can be overpowering.

Tint

- A tint is created by adding white to a base hue, lightening the colour. This can make a colour less intense, and is useful when balancing more vivid colour combinations.

Tones

- A tone is created by combining black and white—or grey—with a base hue. Like tints, tones are subtler versions of the original colour. Tones are less likely to look pastel, and can reveal complexities not apparent in the base colour.

Hue, Saturation and Luminance



- A **hue** is basically any colour on the colour wheel. When you are using a colour wheel or a colour picker, you can adjust the saturation and luminance of a hue.
- **Saturation** is the intensity or purity of the colour.
- **Luminance** is the amount of brightness or light in a colour.



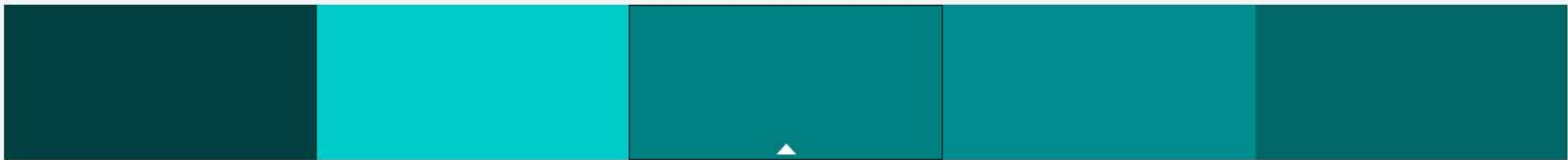
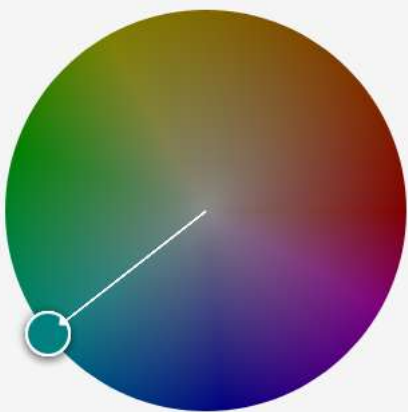
Colour Theory in Practice

#008080

Color Wheel Extract Theme Extract Gradient **New**

Apply Color Harmony Rule

- ☐ Analogous
- ☐ Monochromatic
- ☐ Triad
- ☐ Complementary
- ☐ Compound
- ☒ Shades
- ☐ Custom



Color Mode
RGB

#004040	#00CCCC	#008080	#008C8C	#006666
<div><div></div></div> 0	<div><div></div></div> 0	<div><div></div></div> 0	<div><div></div></div> 0	<div><div></div></div> 0
<div><div></div></div> 64	<div><div></div></div> 204	<div><div></div></div> 128	<div><div></div></div> 140	<div><div></div></div> 102
<div><div></div></div> 64	<div><div></div></div> 204	<div><div></div></div> 128	<div><div></div></div> 140	<div><div></div></div> 102
<div><div></div></div> 25	<div><div></div></div> 80	<div><div></div></div> 50	<div><div></div></div> 55	<div><div></div></div> 40



Sign into Creative Cloud to save this Color Theme.

Save

<https://colour.adobe.com/create>

Color wheel

Want to know what colors look good together?
Canva's Color Wheel makes color combinations easy.

Color theory and the color wheel

Ever wondered how designers and artists find the perfect color combination?

They use color theory. Color theory is a practical combination of art and science that's used to determine what colors look good together. The color wheel was invented in 1666 by Isaac Newton, who mapped the color spectrum onto a circle. The color wheel is the basis of color theory, because it shows the relationship between colors.

Colors that look good together are called a color harmony. Artists and designers use these to create a particular look or feel. You can use a color wheel to find color harmonies by using the rules of color combinations. Color combinations determine the relative positions of different colors in order to find colors that create a pleasing effect.



1. Pick a color



#1ecbe1

2. Choose a color combination

Complementary



#1ECBE1

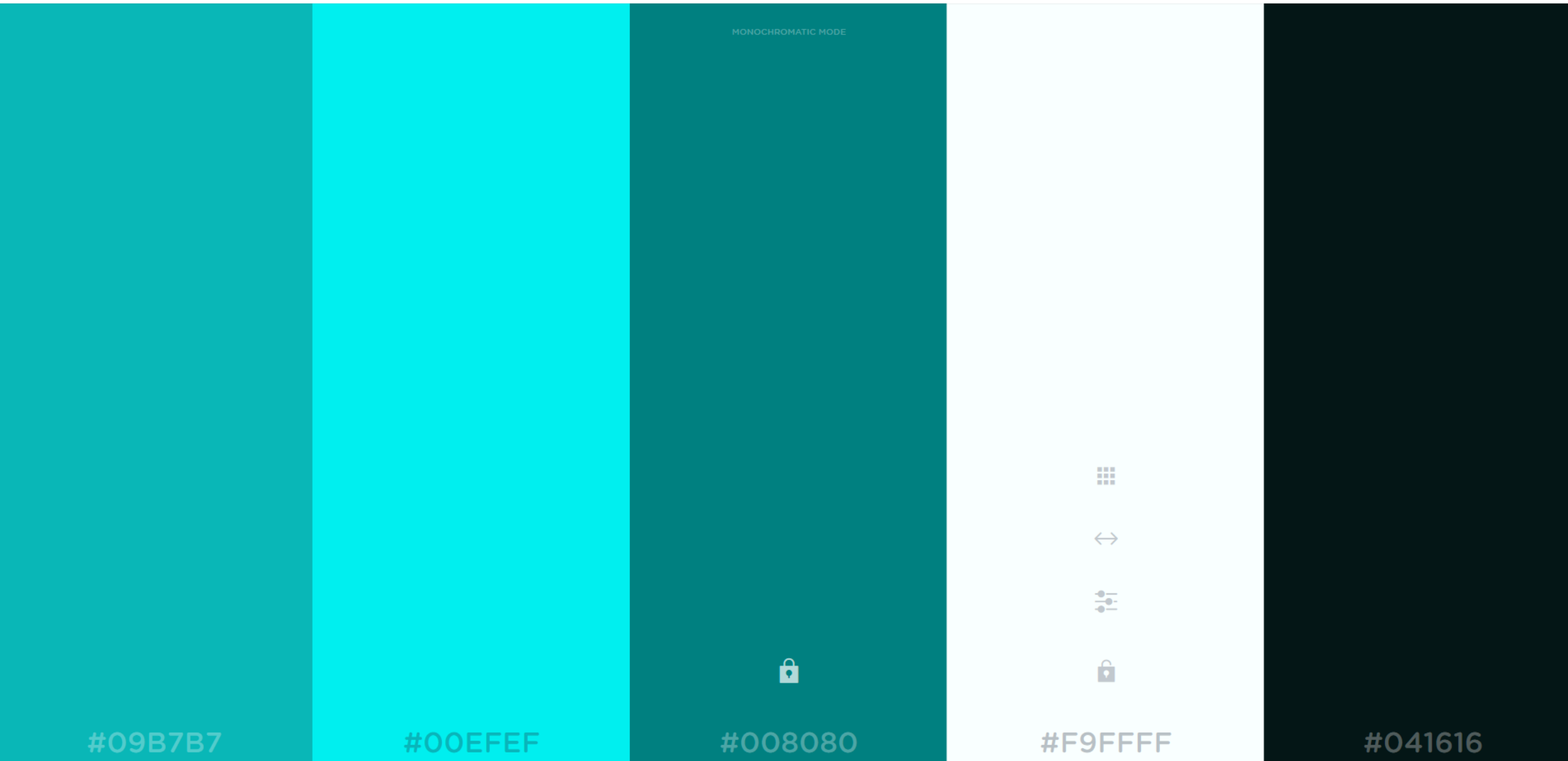
#E1341E

3. Use this color combination

Create a graphic

Export palette

Press the spacebar to generate color schemes!



<https://coolors.co/008080>



< UNDO

REDO >

RESET

RANDOMIZE...

MORE INFO ▾

AdChoices

HTML Web Design

Color Matching Tool

Pantone Colour Palette

Donate

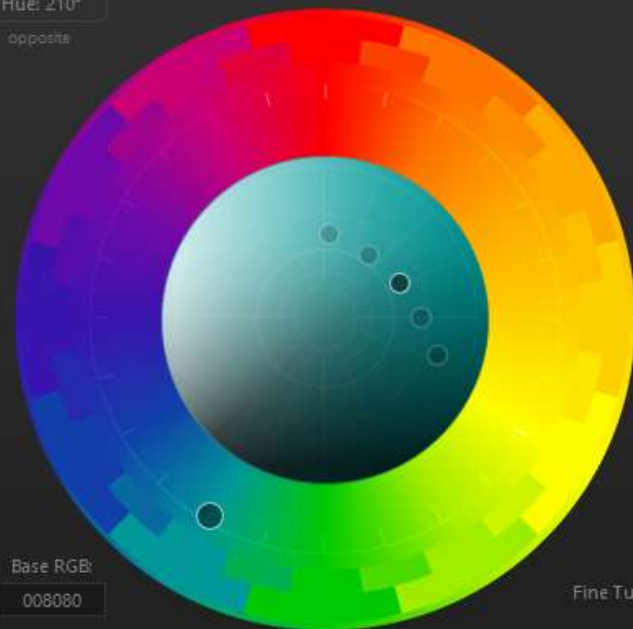


Monochromatic (1-color)

☒ add complementary

Hue: 210°

opposite



Base RGB:

008080

Fine Tune...

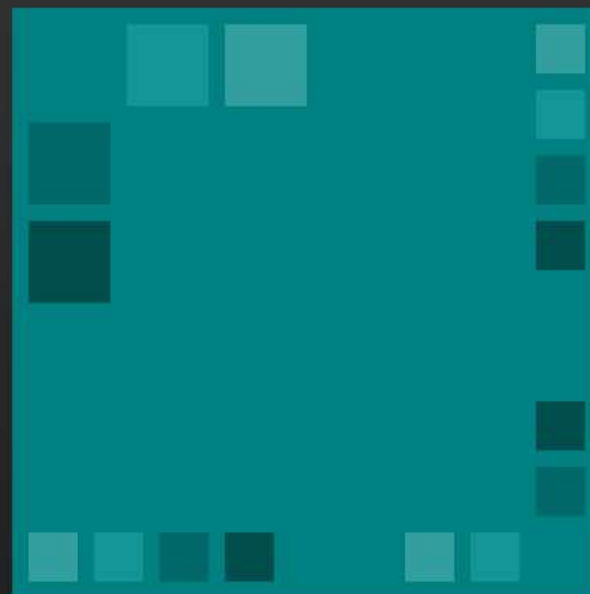
COLORS

PRESETS

My Palette:



Share palette ▾



☒ Vision simulation ▾

PREVIEW ▾

EXAMPLES...

TABLES / EXPORT...

Share Your Pallet in Slack

A close-up photograph of a yellow box filled with numerous colorful crayons. The crayons are in various colors including red, orange, yellow, green, blue, purple, and brown. They are arranged in a somewhat haphazard manner, with some pointing upwards and others slightly angled. The background is blurred, showing more of the same box and crayons.

Tips For Your Website

Tips

- Choosing a dominant colour as your brand colour
- Choosing 1 to 2 accent colours to create a palette for your website
- Choosing a background colour to complete your design

Tips

- Keep it simple, don't overuse colour
- Pick colours that suit your website, consider:
 - Tone
 - subject matter
 - Feeling
- Think about who's going to be using your website
- Think of the imagery you're going to use and create a colour palette