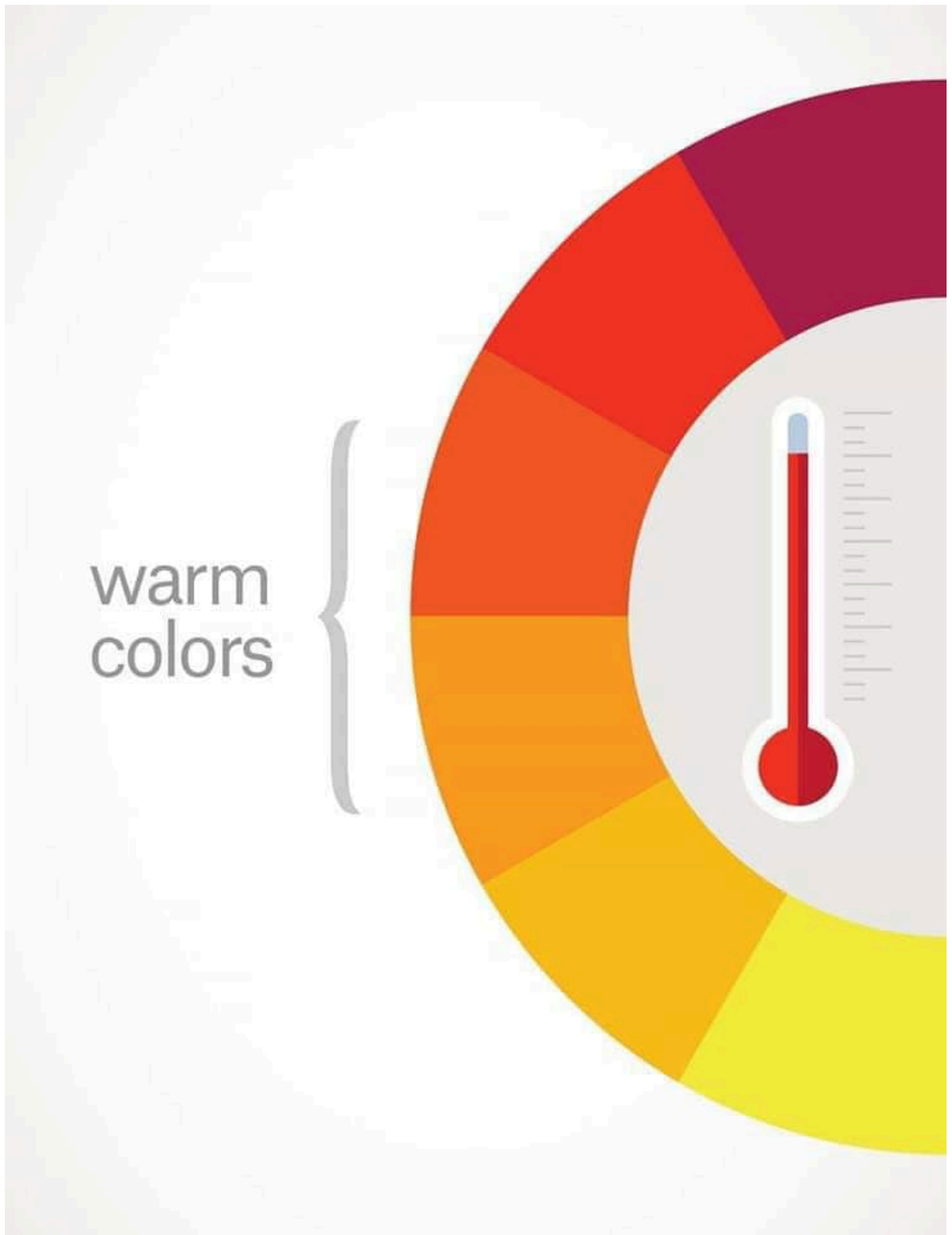


Color Theory References



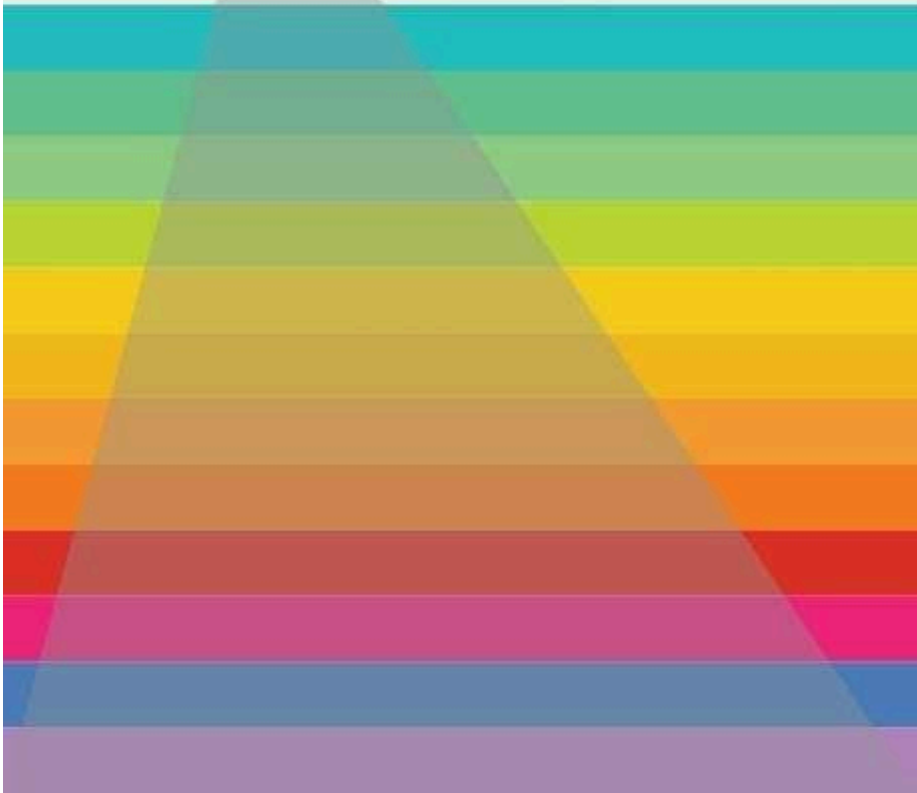
Triadic



3 colors:
Equally spaced around the wheel

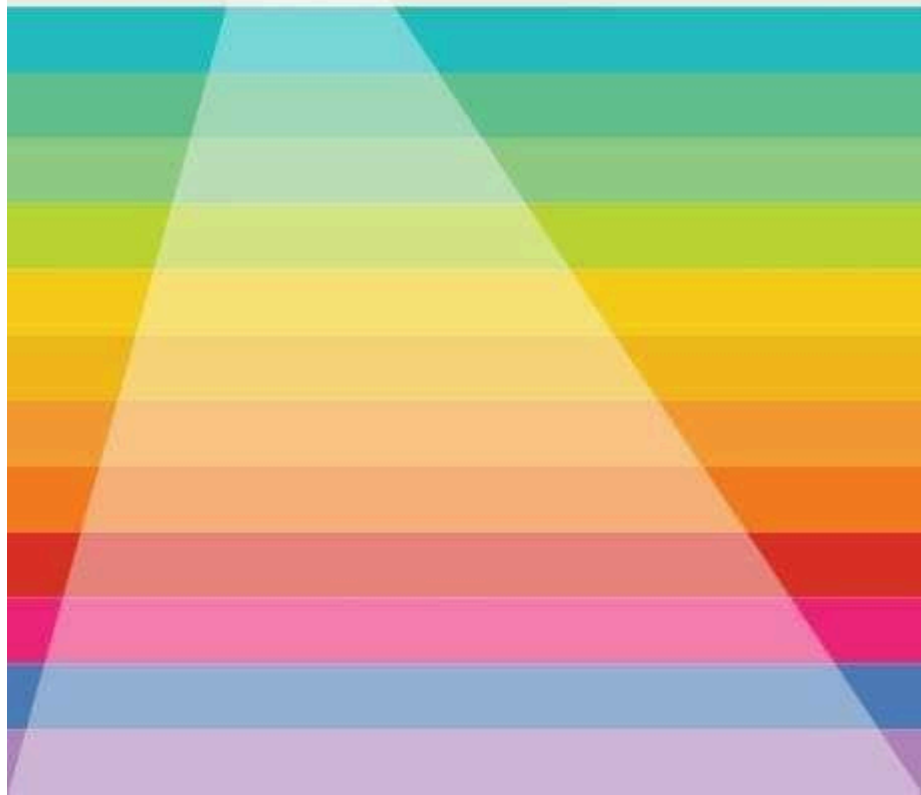


Tone (add grey)



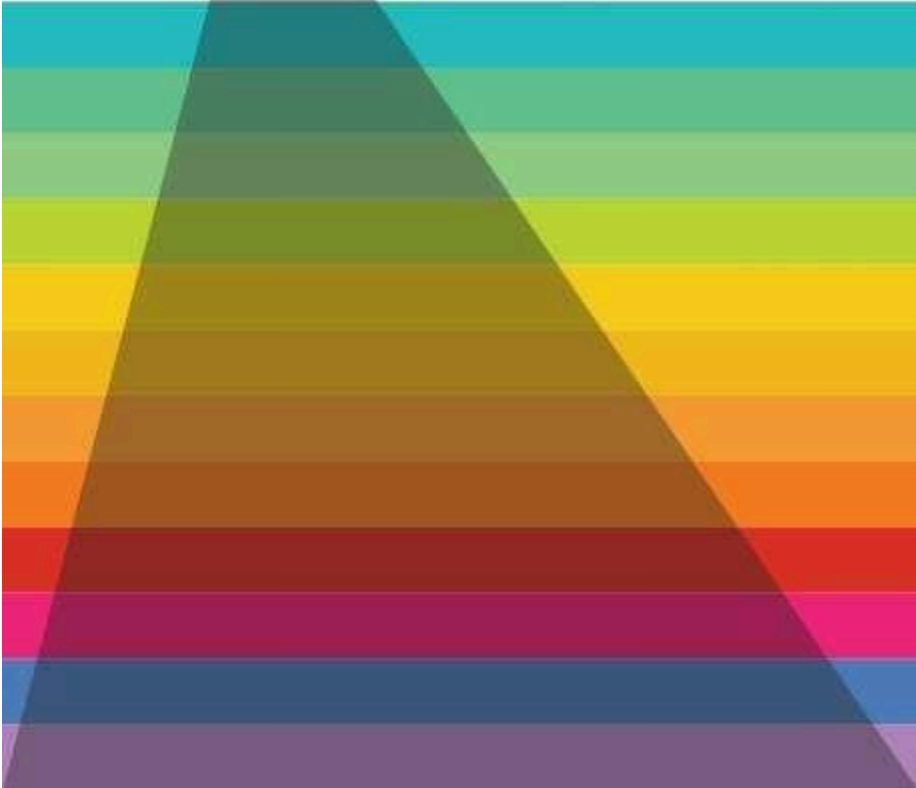


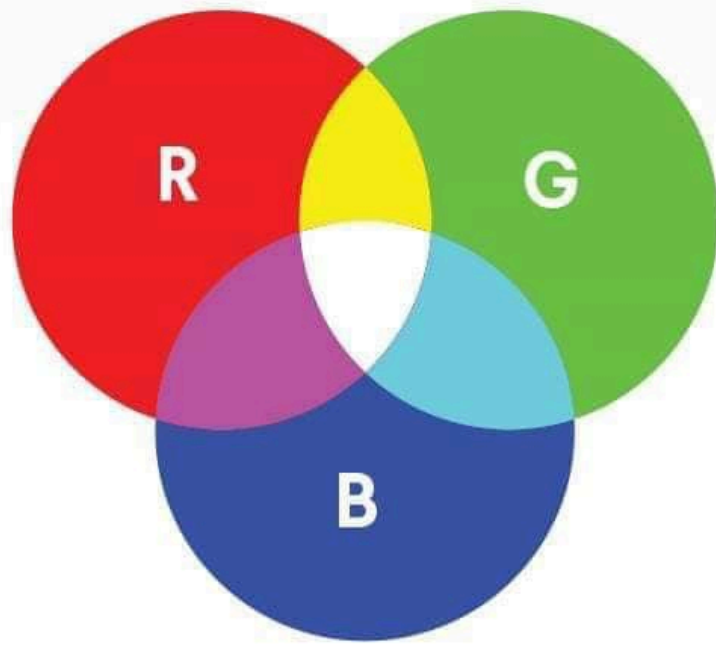
Tint (add white)





Shade (add black)





Red



Green



Blue



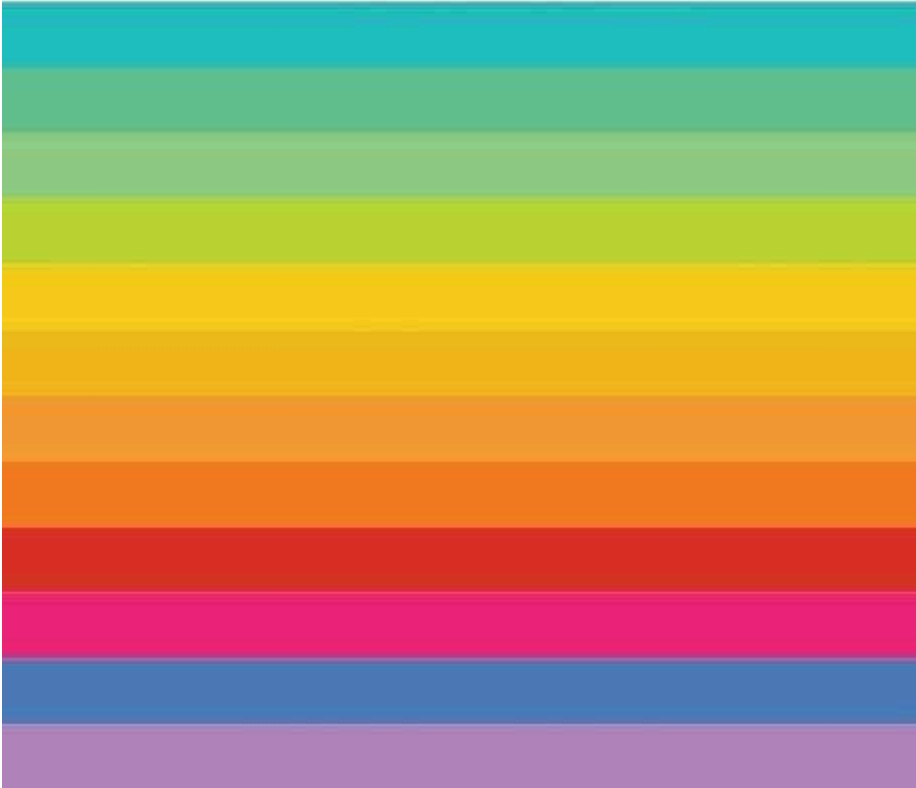
Opacity

Monochromatic palette





Hue (pure color)



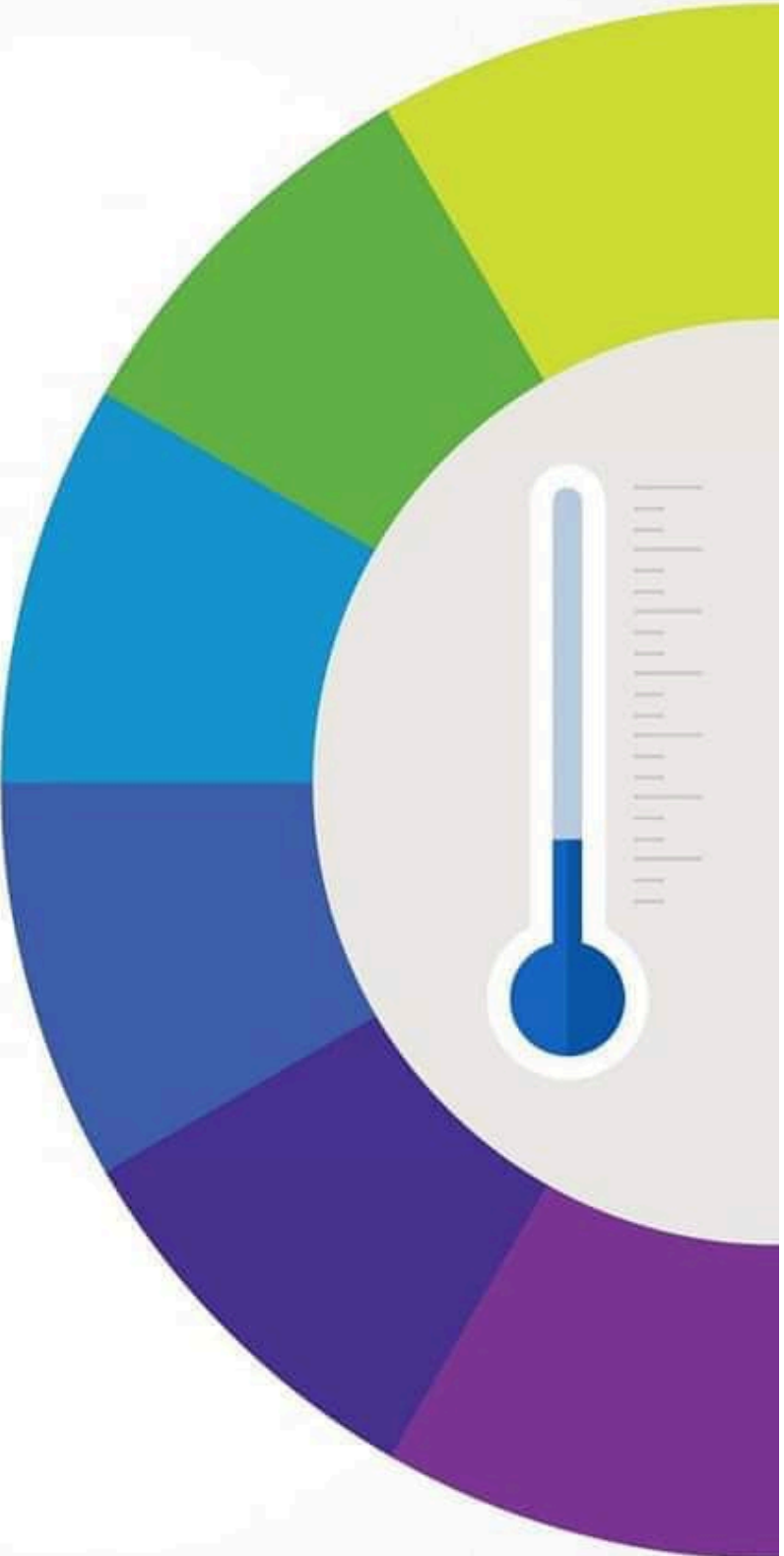
Grayscale palette



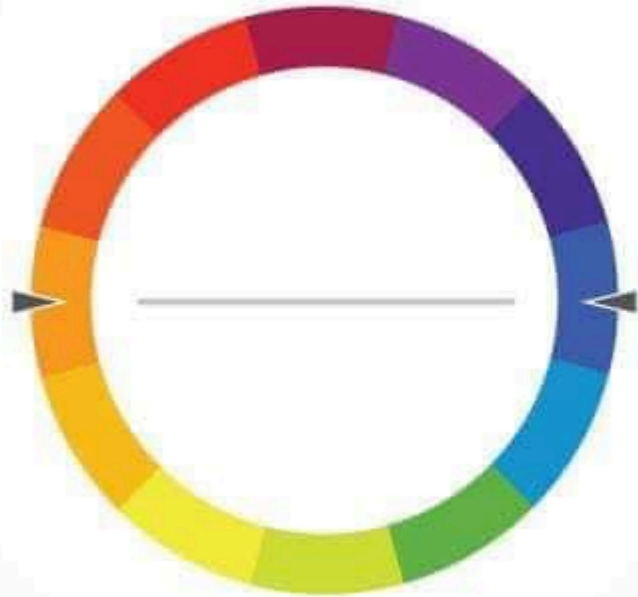


Gradient

cool
colors



Complementary



2 colors:
Opposite

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

CREATED WITH INK;
START WITH WHITE, ADD COLOR.
CMYK



CMYK

COLOR TYPES



PRIMARY



SECONDARY



TERTIARY



COMPLEMENTARY



ANALOGOUS



ADDITIVE

CREATED WITH LIGHT;
START WITH BLACK, ADD COLOR.
RGB



RGB

COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY



SPLIT COMPLEMENTARY



DOUBLE COMPLEMENTARY



ANALOGOUS



TRIAD

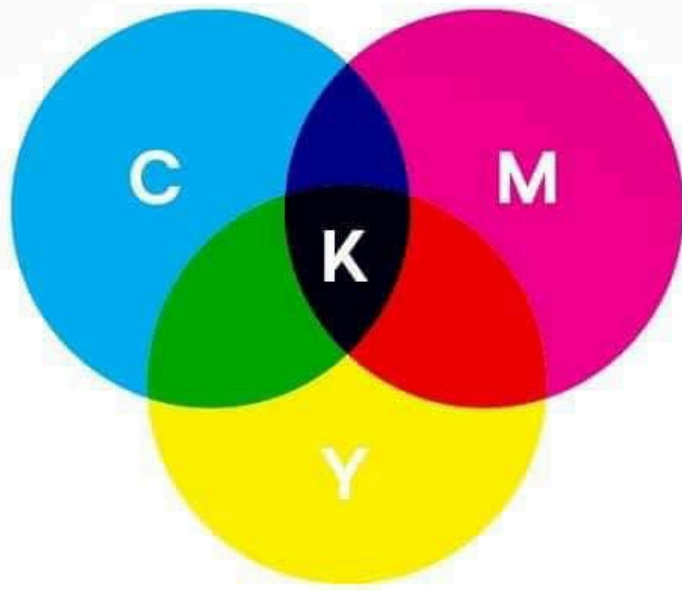
MEANINGS



TERMS

- CHROMA:** How pure a hue is in relation to gray
- SATURATION:** The degree of purity of a hue
- INTENSITY:** The brightness or dullness of a hue
- LUMINANCE/VALUE:** A measure of the amount of light reflected from a hue
- SHADE:** A hue produced by the addition of black
- TINT:** A hue produced by the addition of white

*designed by Paper Leaf Design, with thanks & credit to worqx.com & color-wheel-pro.com



Cyan



Magenta

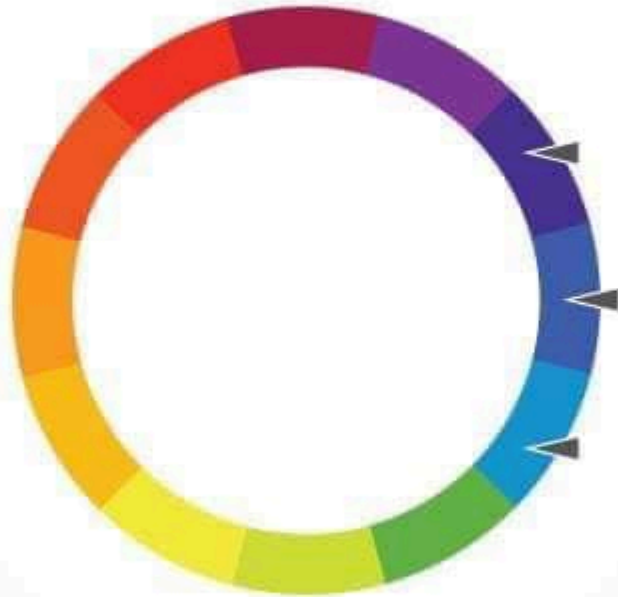


Yellow



Black

Analogous



3 colors:
Side-by-side