

COLORS

By

Design In



01

Basic of Colors



color wheel



color spectrum



Primary Colors

Red

Blue

Yellow



Secondary Colors

Red + Yellow = Orange

Blue + Yellow = Green

Red + Blue = Purple

Tertiary Colors



Red-Orange

Yellow-Orange

Yellow-Green

Blue-Green

Blue-Purple

Red-Purple

Cold
Colors



Warm
Colors

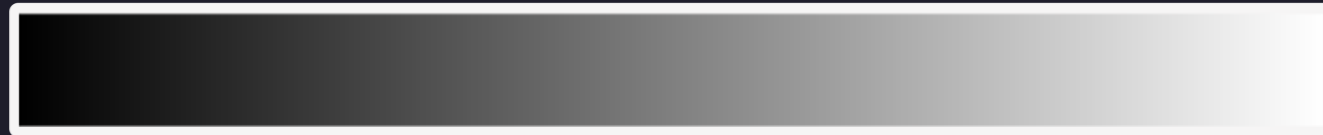
Hue (Pure color)



Saturation (Purity change)



Brightness (Tint, Tone, Shade)



Brightness

Tints (Hue + white)



Tones (Hue + Gray)



Shades (Hue + Black)

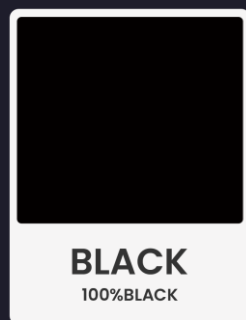


SATURATION

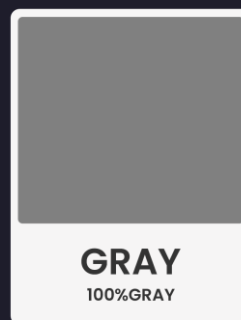
BRIGHTNESS



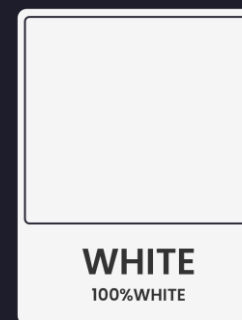
Neutral Colors



#000000



#808080



#FFFFFF

02

RGB & CMYK



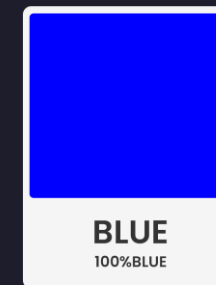
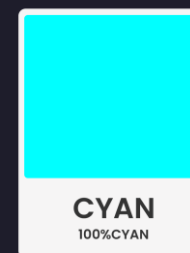
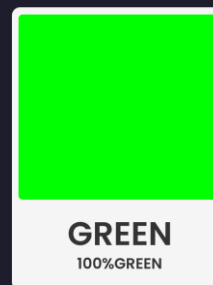
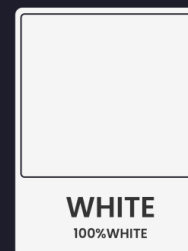
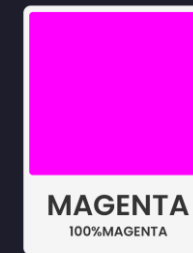
RGB

R- Red

G- Green

B - Blue

Digital/Web



RGB Code

R – 0 to 255

G – 0 to 255

B – 0 to 255

R – 0 (0% Red)

R – 255 (100% Red)

255, 255, 255

= 100% White

HEX Code

R – 00 to FF

G – 00 to FF

B – 00 to FF

R – 00 (0% Red)

R – ff (100% Red)

#FFFFFF

= 100% White



CMYK

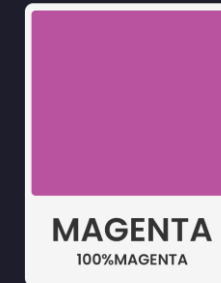
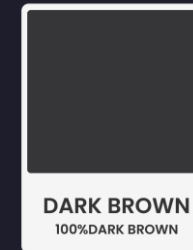
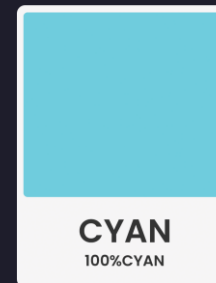
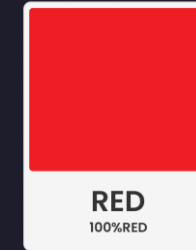
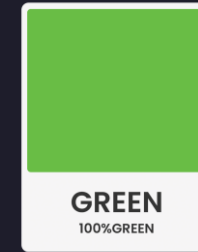
C – Cyan

M – Magenta

Y – Yellow

K – Key Color (Black)

Print



03 Using Colors



Monochromatic





Analogous





Complimentary





Triadic



Color Associations

RED

LOVE
DANGER
ANGER

BLUE

STABLE
CALM
TRUST

YELLOW

FRIENDLY
HAPPY
ENERGY

WHITE

PURITY
CLARITY
EMPTY

ORANGE

WARMTH
ATTENTION
JOY

ORANGE

Growth
Nature
Balance

PURPLE

MYSTERY
ROYALTY
WEALTH

BLACK

SERIOUS
EVIL
ELEGANCE

Uses of Color in Branding

