

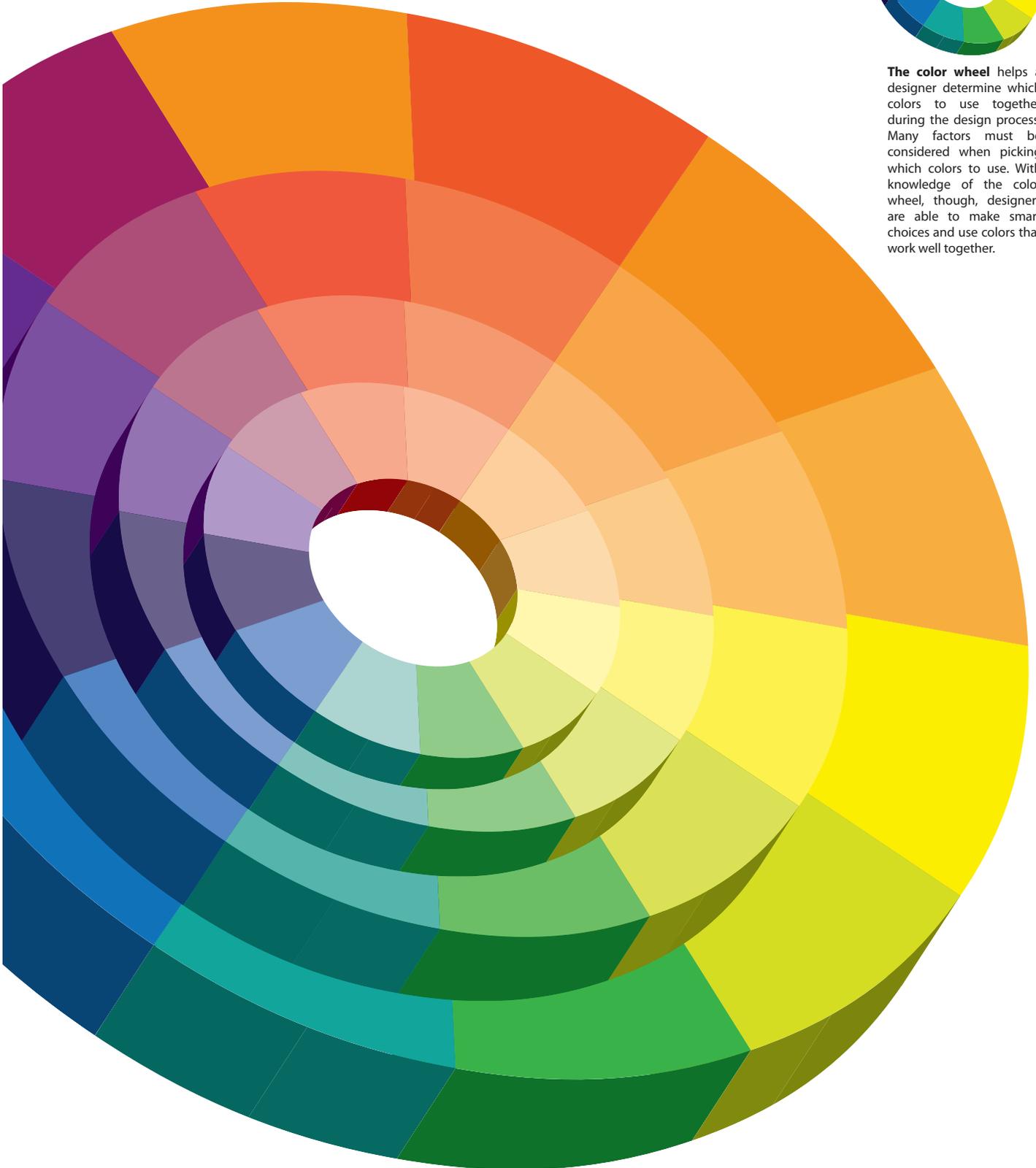
# COLOR THEORY

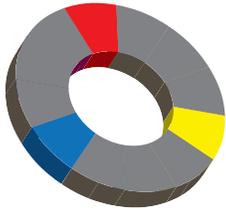
## COLOR SPECTRUM

In a rainbow, or the separation of colors by a prism, we see the continuous range of spectral colors (the visible spectrum). A spectral color is composed of a single wavelength.

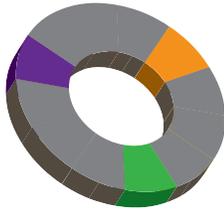


**The color wheel** helps a designer determine which colors to use together during the design process. Many factors must be considered when picking which colors to use. With knowledge of the color wheel, though, designers are able to make smart choices and use colors that work well together.

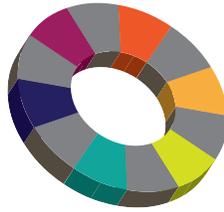




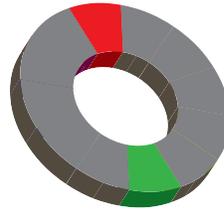
**Primary colors** Red, yellow and blue, the colors of which all others are made, make a triad on the color wheel. A triad is three colors that, when an equilateral triangle is placed in the middle of the color wheel, touch the points of the triangle thereby matching.



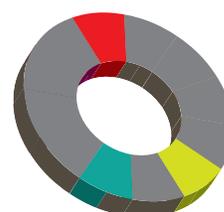
**Secondary colors** Orange, green and purple are the secondary colors, which also form their own triad.



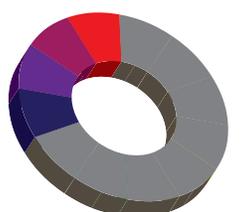
**Tertiaries** are created when a primary color and secondary color are combined. Tertiary colors make up every other color on the color wheel.



**Complimentary colors** sit directly across each other on the color wheel. Complimentary colors always match.



**Split complimentary colors** are the colors that reside next to a color's complimentary color. These colors also match.



**Analogous colors** are those colors that sit immediately next to each other on the color wheel.

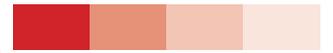
**SHADE**

A color + black.



**SATURATION**

The level of intensity of a color.



**VALUE**

The lightness or darkness of a color.



**HUE**

The "pure" value of a color used to name it.



**TINT**

A color + white.



**COLOR PSYCHOLOGY**

Designers choose certain colors when working because they know what emotional response the color will bring out in the viewer. Here are what popular colors mean:

**RED** aggression, anxiety, bold, excitement, impulsive, passionate, stimulating

**BLACK** bold, classic, elegant, empowering, modern, powerful, prestigious, sophisticated, strong

**ORANGE** friendly, fun, happy, optimistic, sociable, whimsical

**BROWN** leather, longevity, wealth, wood

**YELLOW** energetic, friendly, hot, joyful, radiating, surprise

**GOLD** elegance, anniversaries, importance

**PURPLE** enchanting, rich, royal, spiritual, visionary

**SILVER** classy, expensive, rich, royal

**WHITE** airy, clean, innocent, pure, simplicity

**BLUE** calm, credible, electric, energy, impressive, strong, traditional

**GREEN** fresh, grass, healthy, lively, renewal, spring

