

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

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



COLOR TYPES



PRIMARY

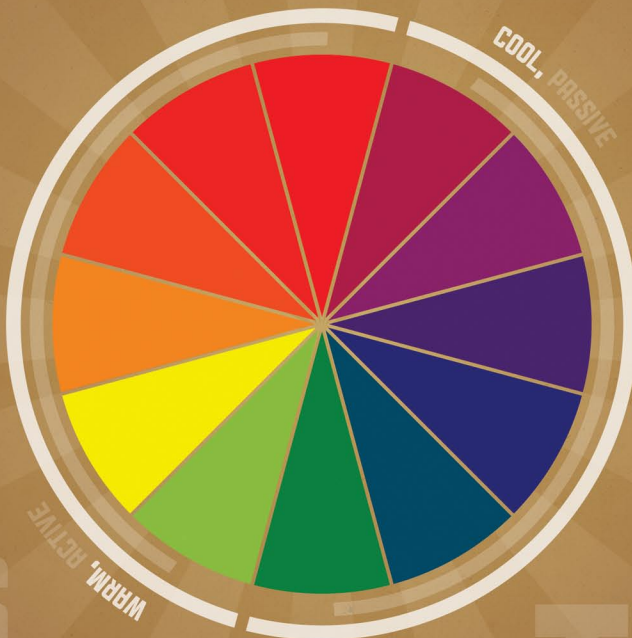
SECONDARY

TERTIARY



COMPLEMENTARY

ANALOGOUS



ADDITIVE

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



COLOR RELATIONSHIPS



MONOCHROMATIC

COMPLEMENTARY

SPLIT
COMPLEMENTARY

DOUBLE
COMPLEMENTARY

ANALOGOUS

TRIAD

MEANINGS

	INTENSE FIRE & BLOOD ENERGY, WAR, DANGER, LOVE PASSIONATE, STRONG		ROYALTY, POWER, NOBILITY, WEALTH, AMBITION DIGNIFIED, MYSTERIOUS
	SKY, SEA, DEPTH, STABILITY, TRUST MASCULINE, TRANQUIL		SUNSHINE, JOY, CHEERFULNESS, INTELLECT, ENERGY ATTENTION-GETTER.
	NATURE, GROWTH, FERTILITY, FRESHNESS, HEALING SAFETY, MONEY.		WARM, STIMULATING, ENTHUSIASM, HAPPINESS, SUCCESS CREATIVE, AUTUMN.

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