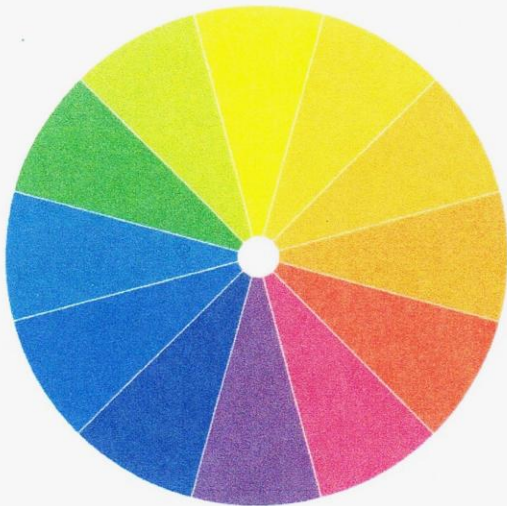
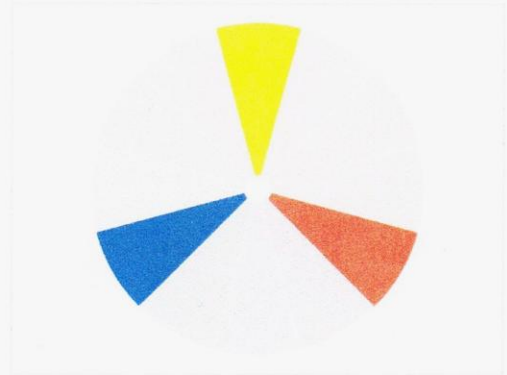


BASIC COLOR SCHEMES AND COLOR THEORY

The **color wheel** or **color circle** is the basic tool for combining colors. The first circular color diagram was designed by Sir Isaac Newton in 1666.

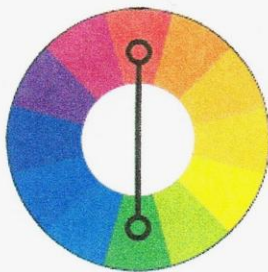
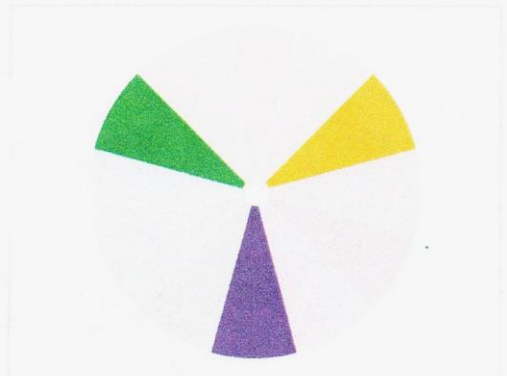


Primary Colors: Red, Yellow and Blue



Secondary Colors: Orange, Green and Violet

Secondary colors are created by mixing primary colors.



Complementary color scheme

Colors that are opposite each other on the color wheel are considered to be complementary colors (example: red and green).

The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring.

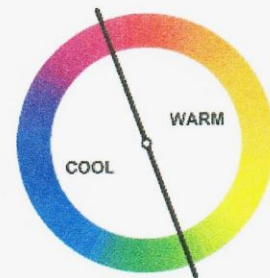
Complementary color schemes are tricky to use in large doses, but work well when you want something to stand out.



Analogous color schemes are often found in nature and are harmonious and pleasing to the eye.

Make sure you have enough contrast when choosing an analogous color scheme.

Choose one color to dominate, a second to support. The third color is used (along with black, white or gray) as an accent.



Warm and cool colors

The color circle can be divided into warm and cool colors.

Warm colors are vivid and energetic, and tend to advance in space.

Cool colors give an impression of calm, and create a soothing impression.

White, black and gray are considered to be neutral.

Tints - adding white to a pure hue:

Monochromatic

