

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

MEANINGS

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



ADDITIVE

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



RGB

COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY



SPLIT
COMPLEMENTARY



DOUBLE
COMPLEMENTARY



ANALOGOUS



TRIAD

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