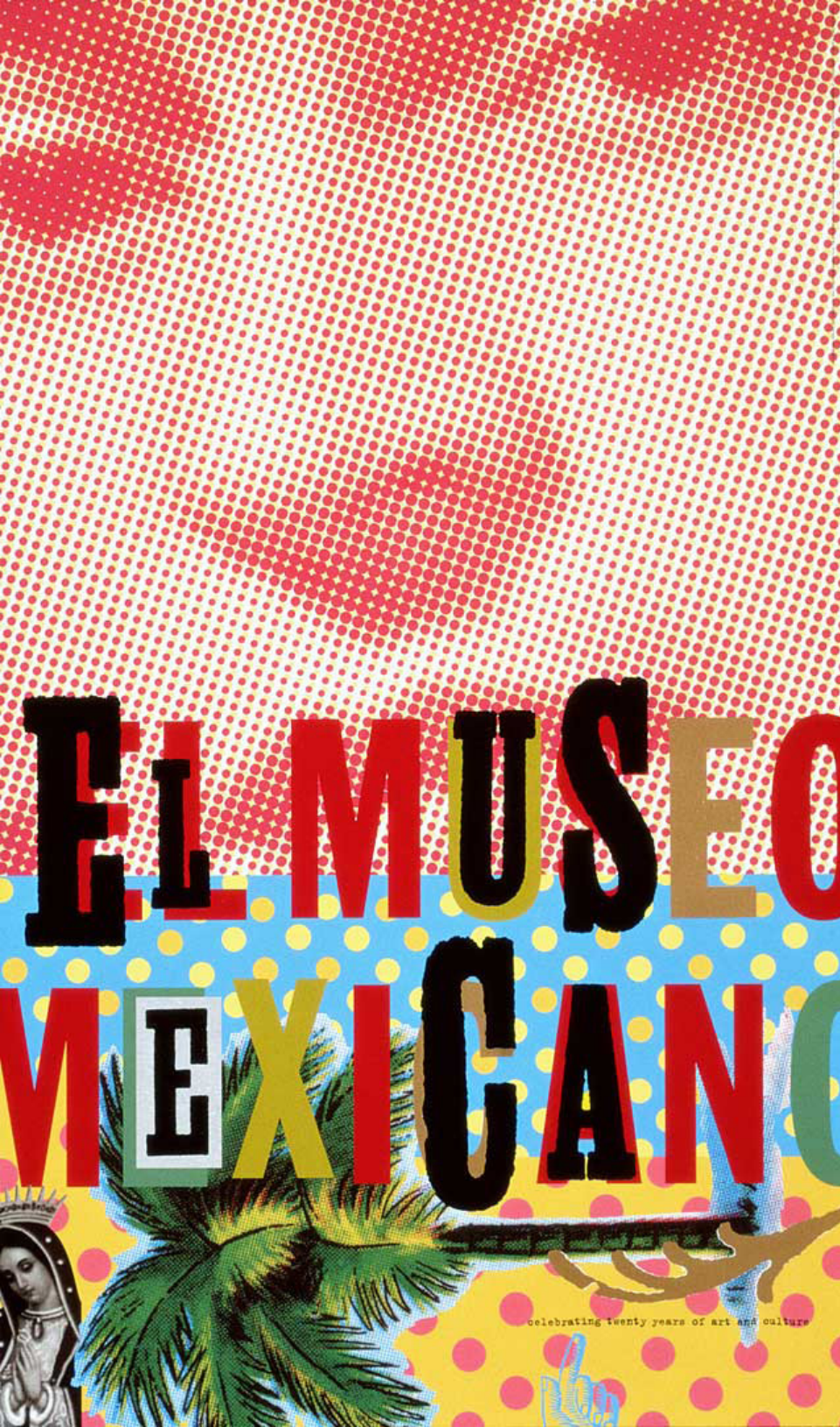
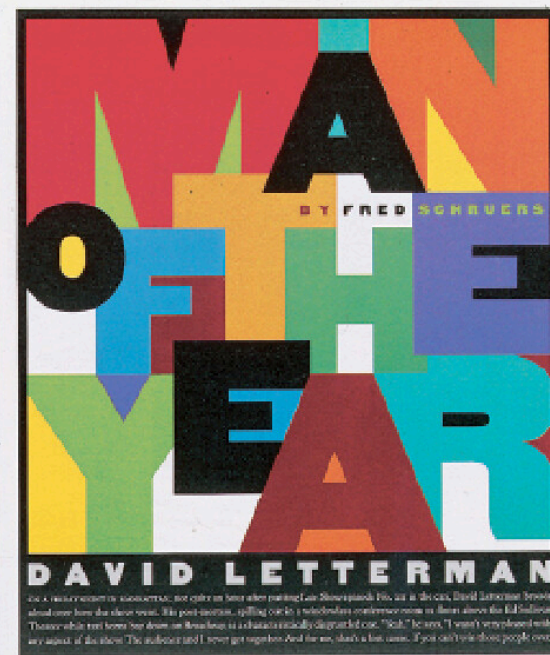


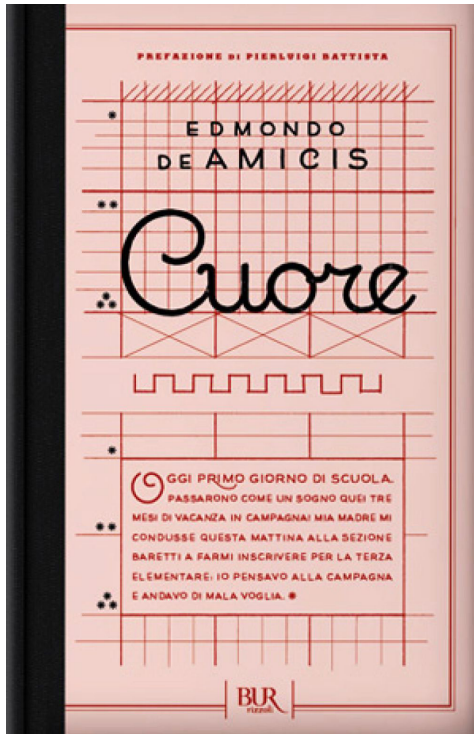
Jennifer Morla



Color can stand alone or serve as a background or be a supporting element to other elements. It can heighten the impact of shapes, lines, and fonts.

Fred Woodward





The 60-30-10 Rule

A simple theory for creating balanced color palettes.

Neutral Color

60% of the palette.

Complementary Color

30% of the palette.

Accent Color

10% of the palette.

Balance is the harmony of colors, the tone of the visual texture, and the use of space. It provides stability and structure.

Red: passion, love, happy, luck, danger, anger, adventure.
(mourning—S. Africa)

Orange: creativity, enthusiasm, warmth, motivation, fun.

Yellow: joy, happiness, youth, playfulness, sunshine.
(royal, power—China)

Green: nature, growth, calm, money, health, success.

Blue: loyalty, authority, trust, sadness, calm, confidence.

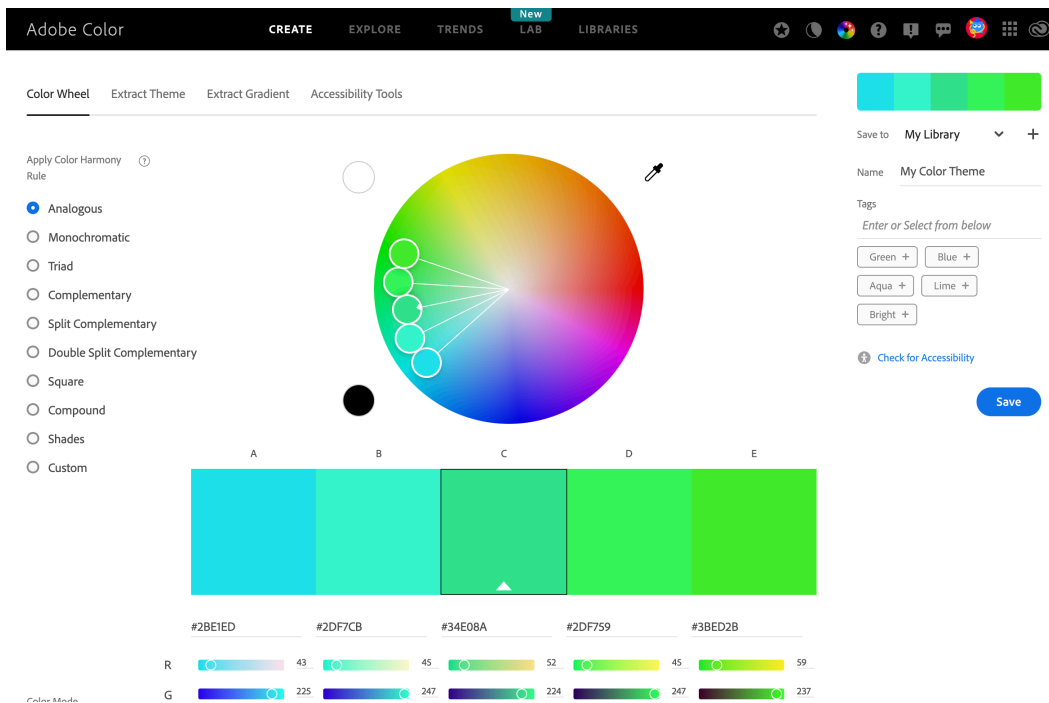
Purple: royalty, luxury, wealth, mystery, spiritual, death.
(love—China)

Black: sophistication, sorrow, evil, wisdom, strength, mystery, seriousness.

White: purity, innocence, health.
(death, bad luck—China)

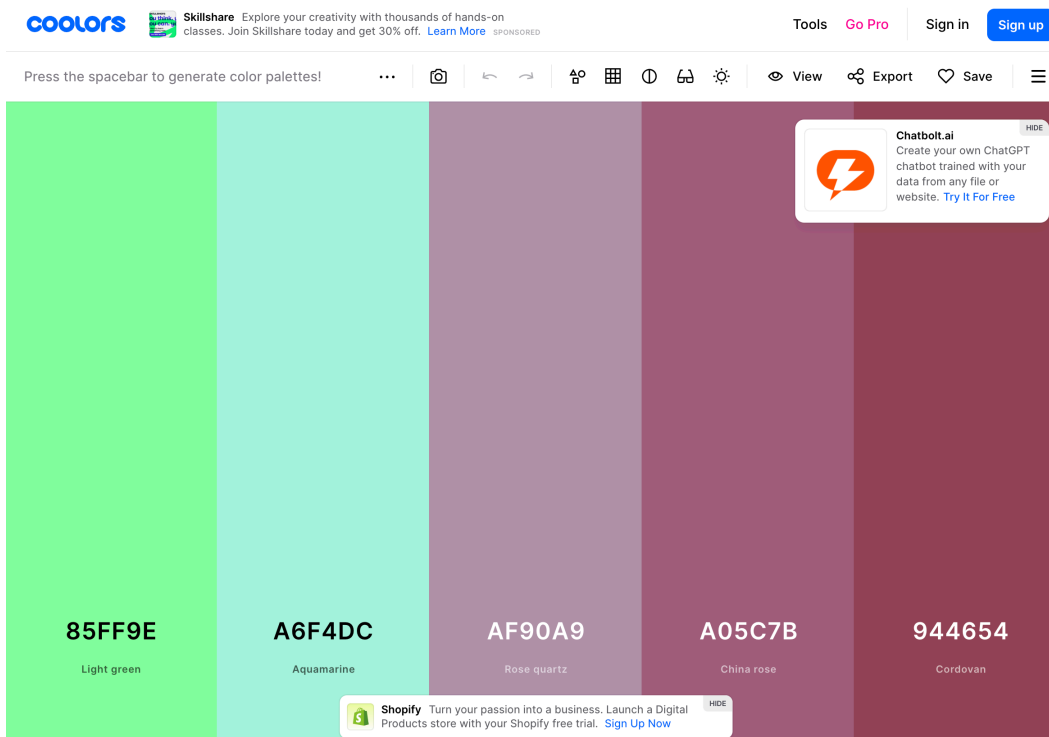
Gray: conservative, dull, moody.

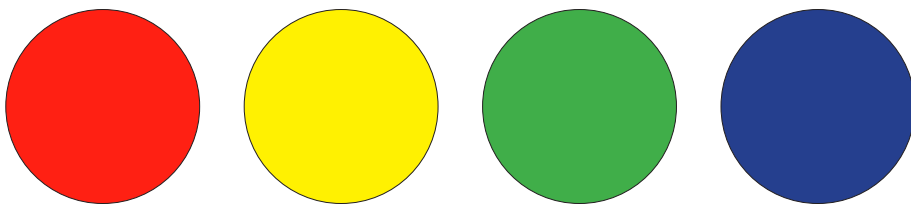
Brown: grounded, nature, dirty.



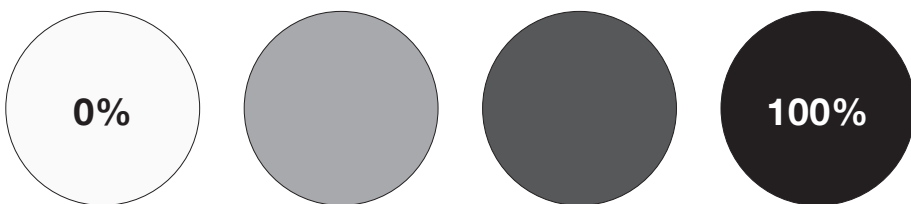
Adobe Color has just about every color palette out there, it is a lot more comprehensive.

Coolors is a useful and beginner-friendly color palette generator.

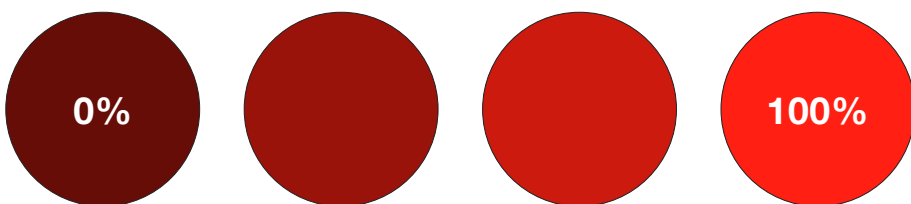




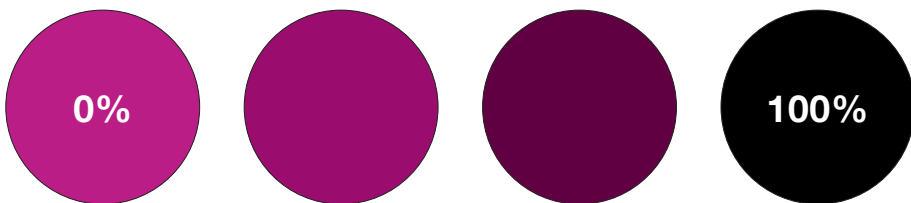
Hue is the color.
Tone is any hue with the addition of grey.



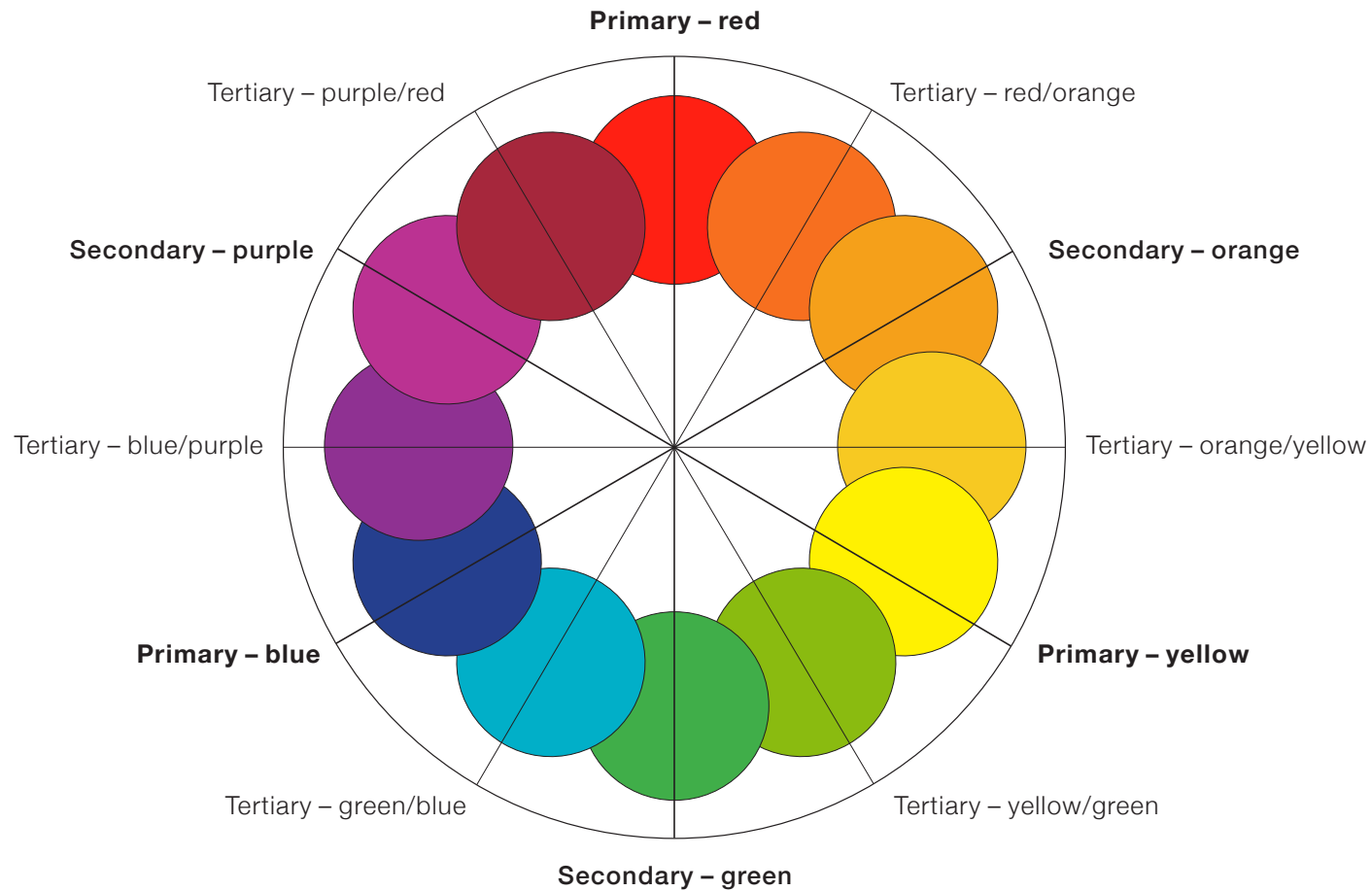
Value is the amount of light or darkness in each color.



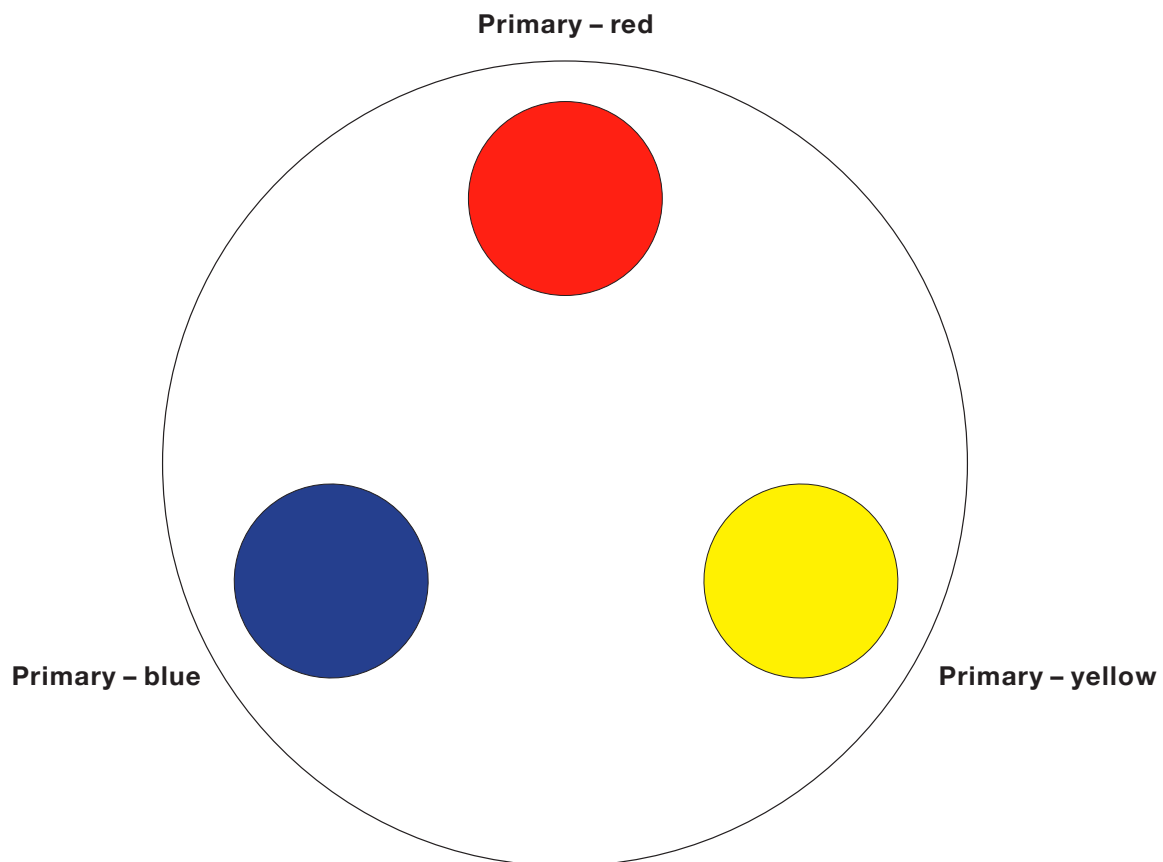
Saturation is the intensity of a color versus dullness.



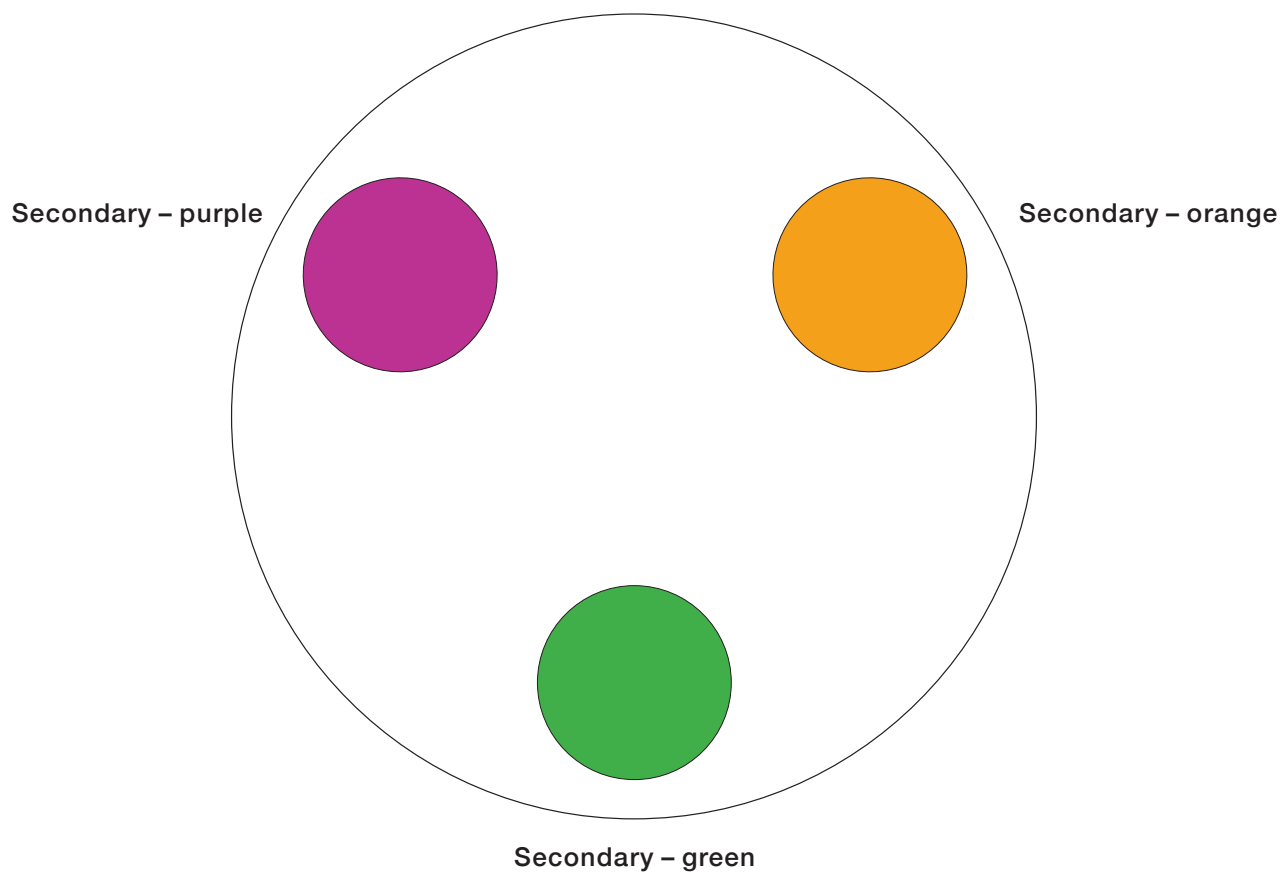
Shade is the amount of black added.
Tint is the amount of white added.



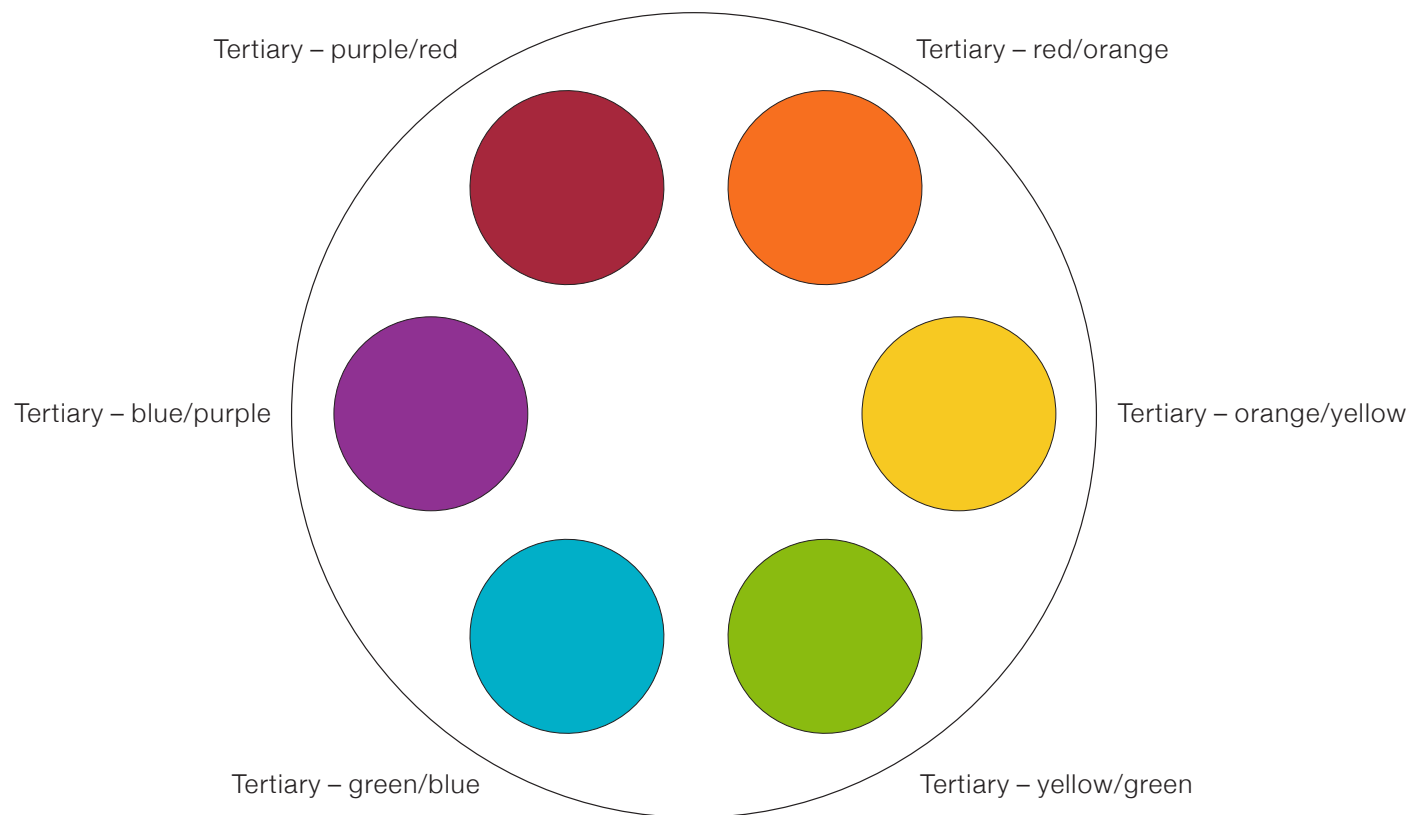
Color accounts for more than half among the various factors important for choosing products. The color circle was created in 1666 by Isaac Newton.



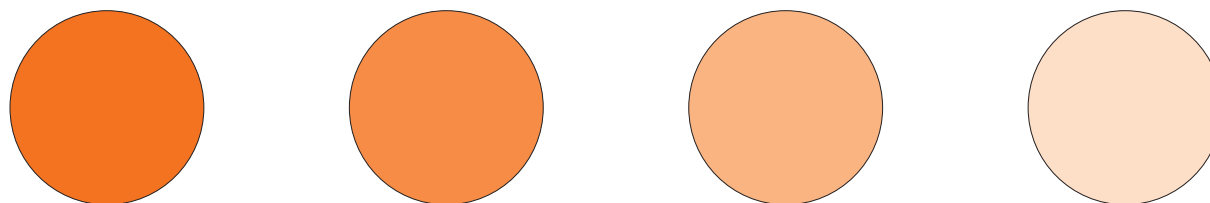
The primary are those three pigment colors that can not be formed by any combination of other colors.



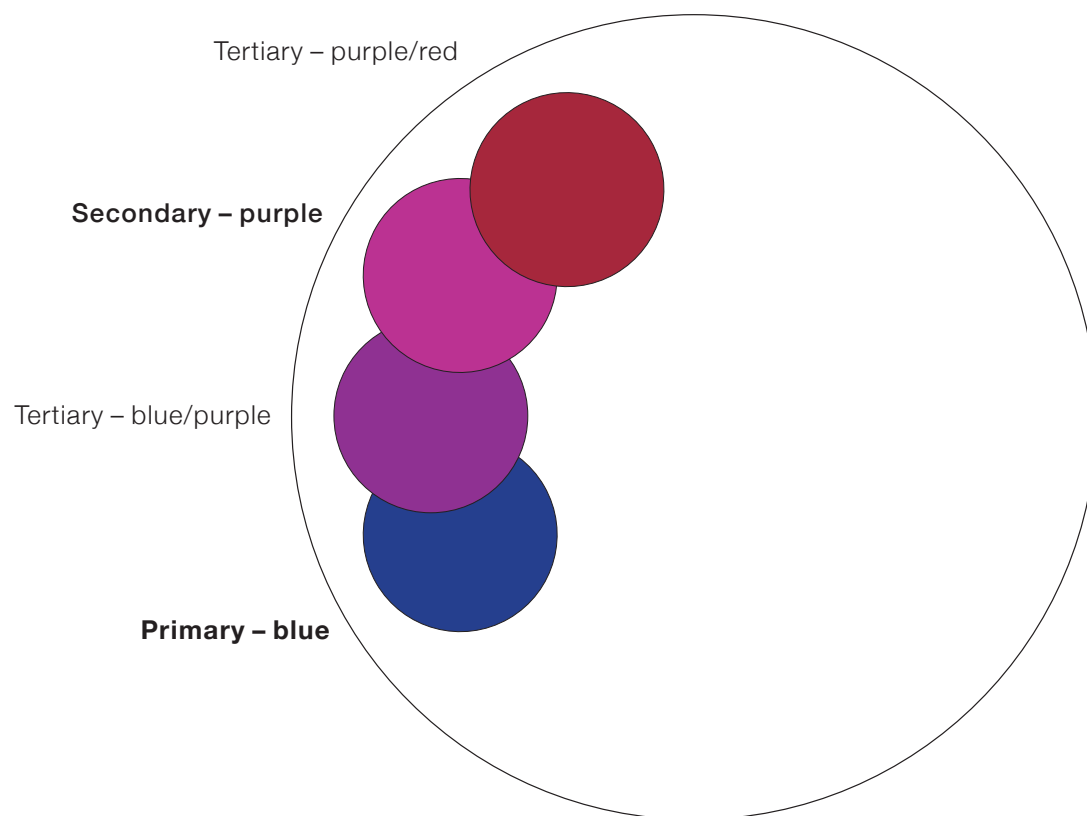
Combining primary colors, we get the secondary colors.



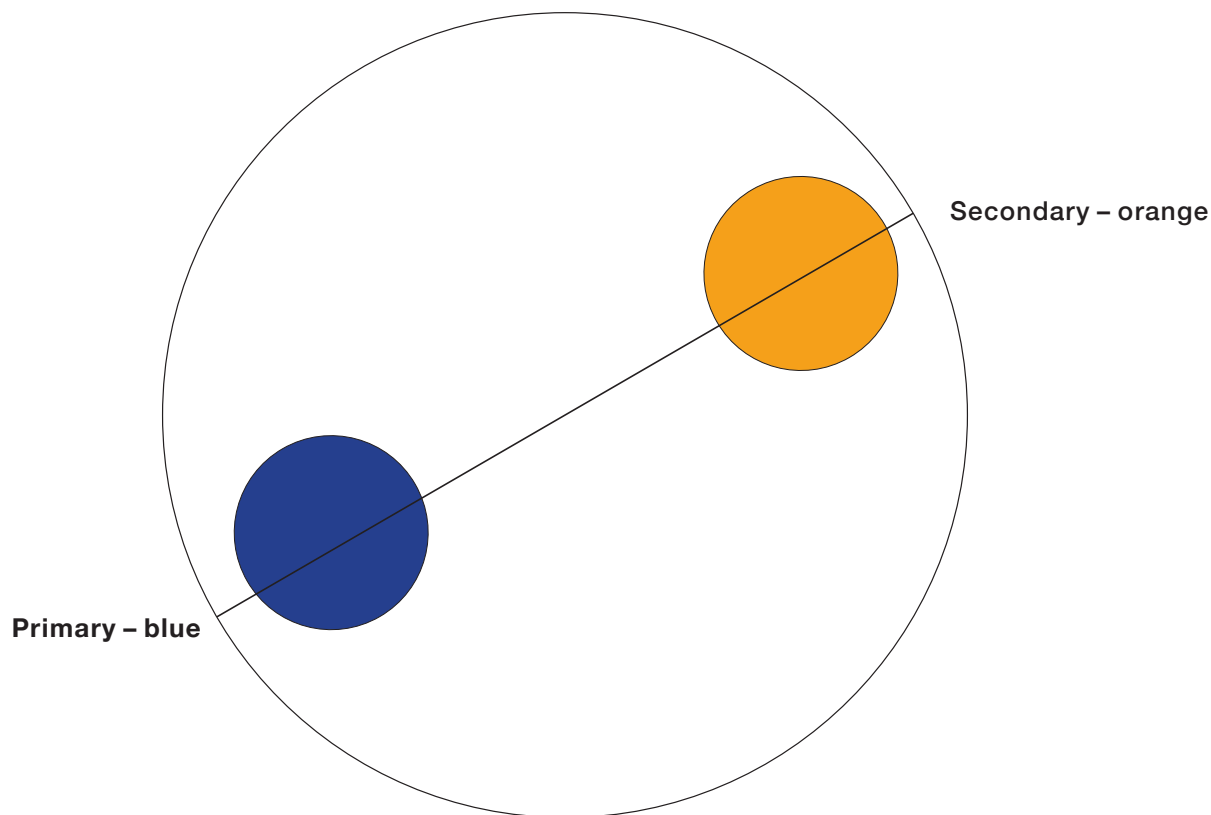
Mix of the primary and secondary colors gives us the tertiary colors which usually have two-word names such as red-violet.



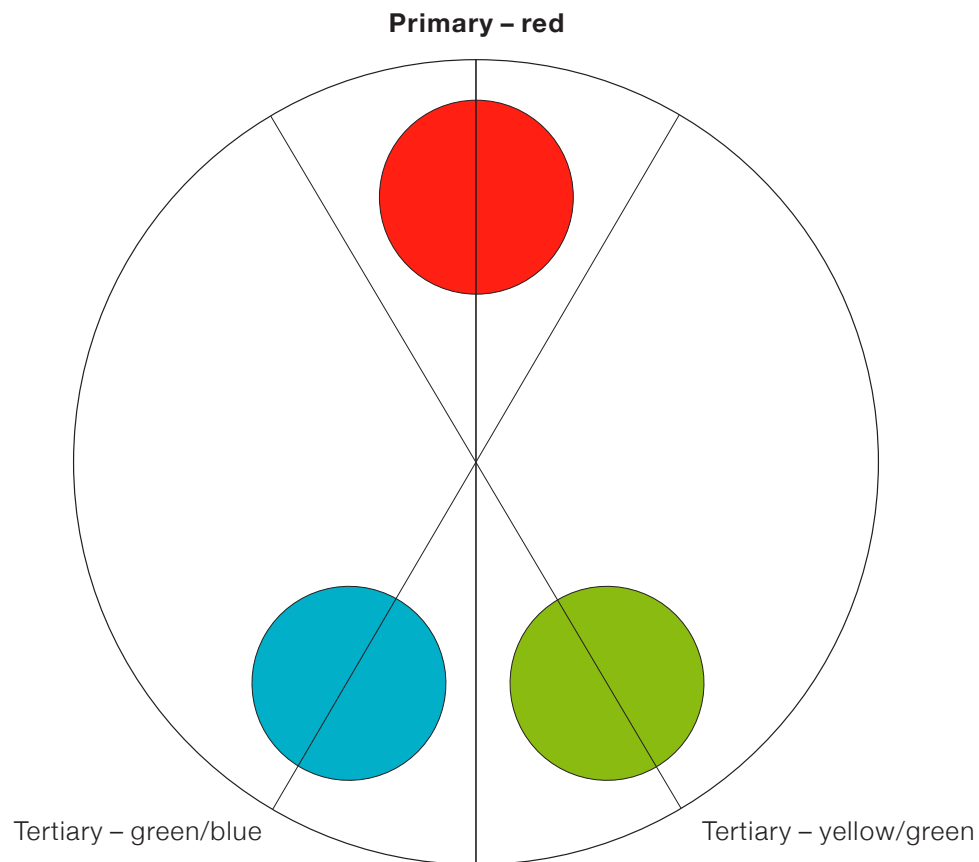
Monochromatic is based on one color with various tints and shades of it. The monochromatic harmony is always a winning choice since it's hard to make a mistake and create the distasteful color scheme.



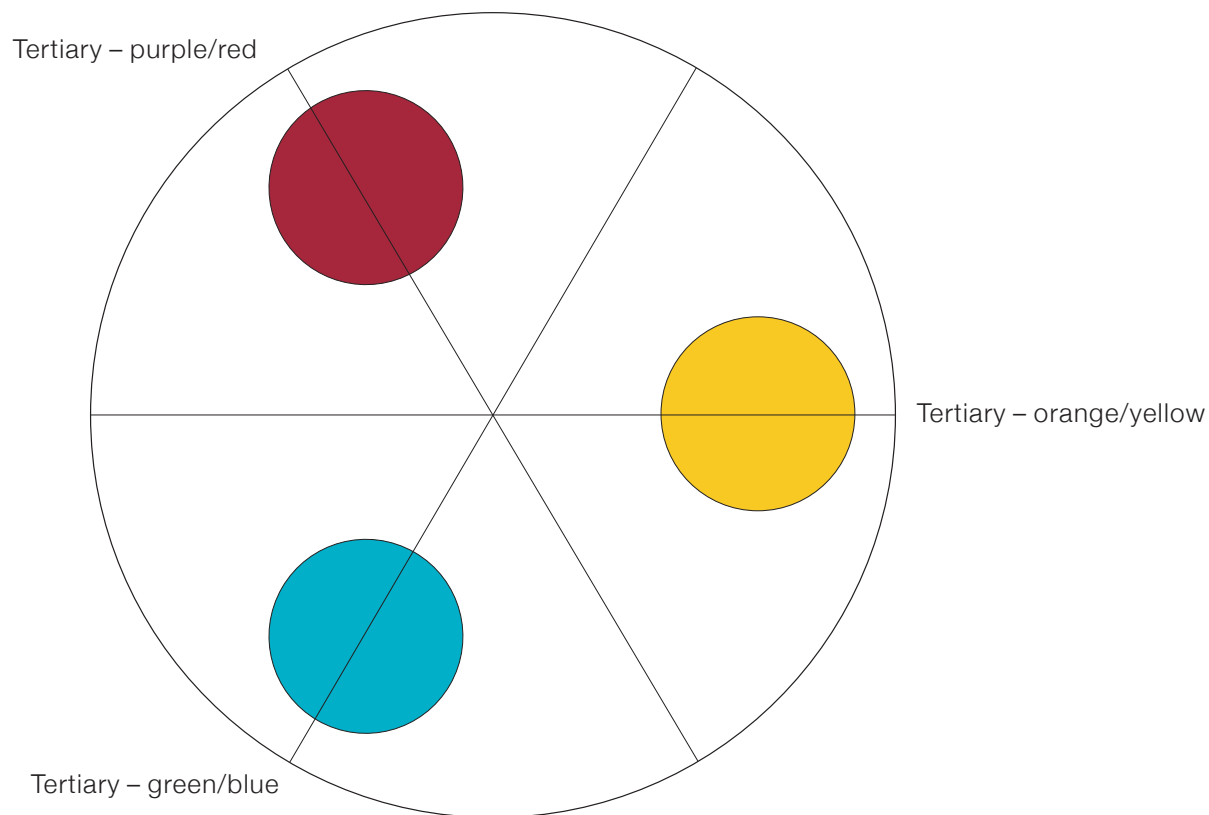
Analogous harmony is achieved when you use colors located right next to each other on the color wheel. This type of color scheme is used for the design where no contrast is needed including the background of web pages or banners.



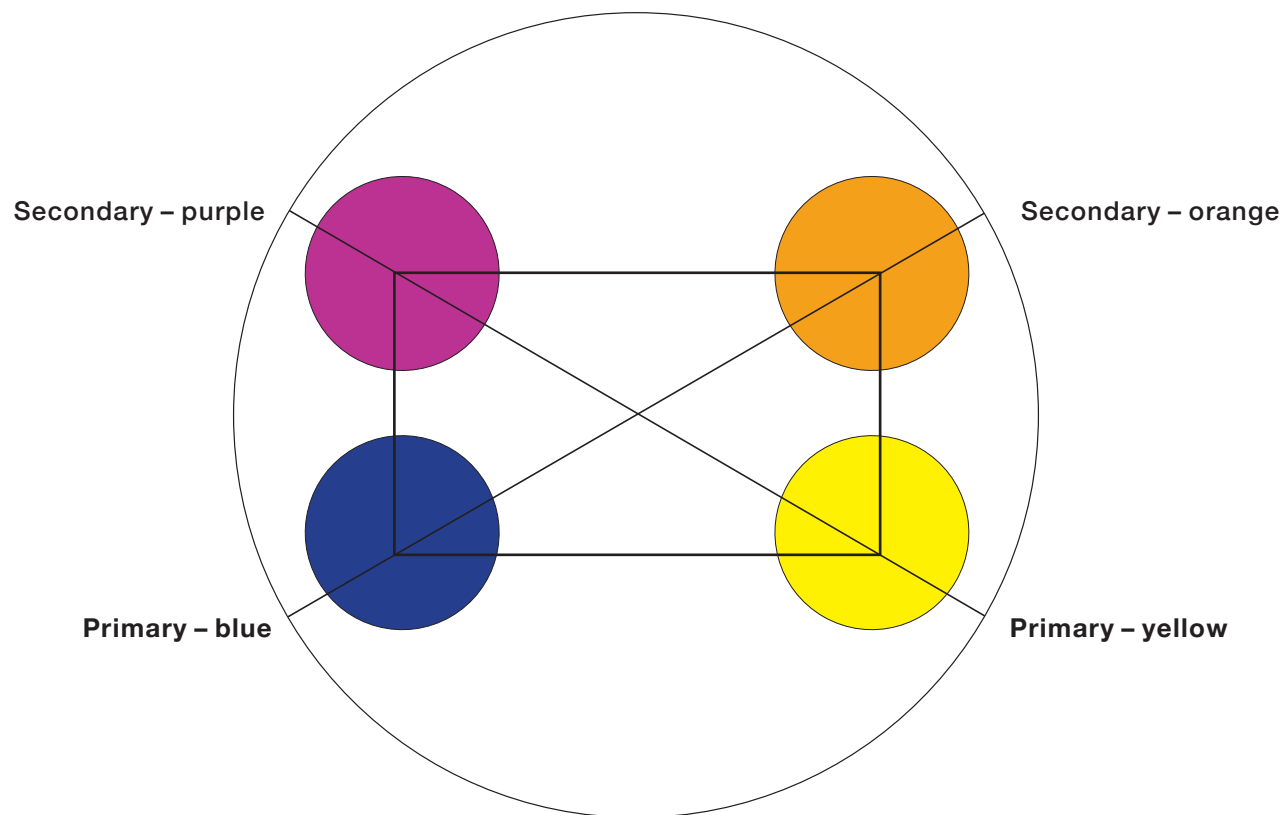
Complementary scheme is the mix of colors placed opposite on the color wheel. It aims to produce high contrast. For example, the orange button on the blue background is hard to miss in any interface.



Split-Complementary scheme contains a combination of three colors. Choose a color and take two others which are adjacent to its opposite color. The contrast here is less sharp than in complementary scheme but it allows using more colors.



Triadic is based on three separate colors which are equidistant on the color wheel. It is recommended to use one color as a dominant, the others as accents.



Double-Complementary employs four colors from the wheel which are complementary pairs. If you connect the points on the chosen colors they form the rectangle. The scheme is hard to harmonize but the results may be stunning.