


theory, meanings & harmonies

Color meaning & Contrast



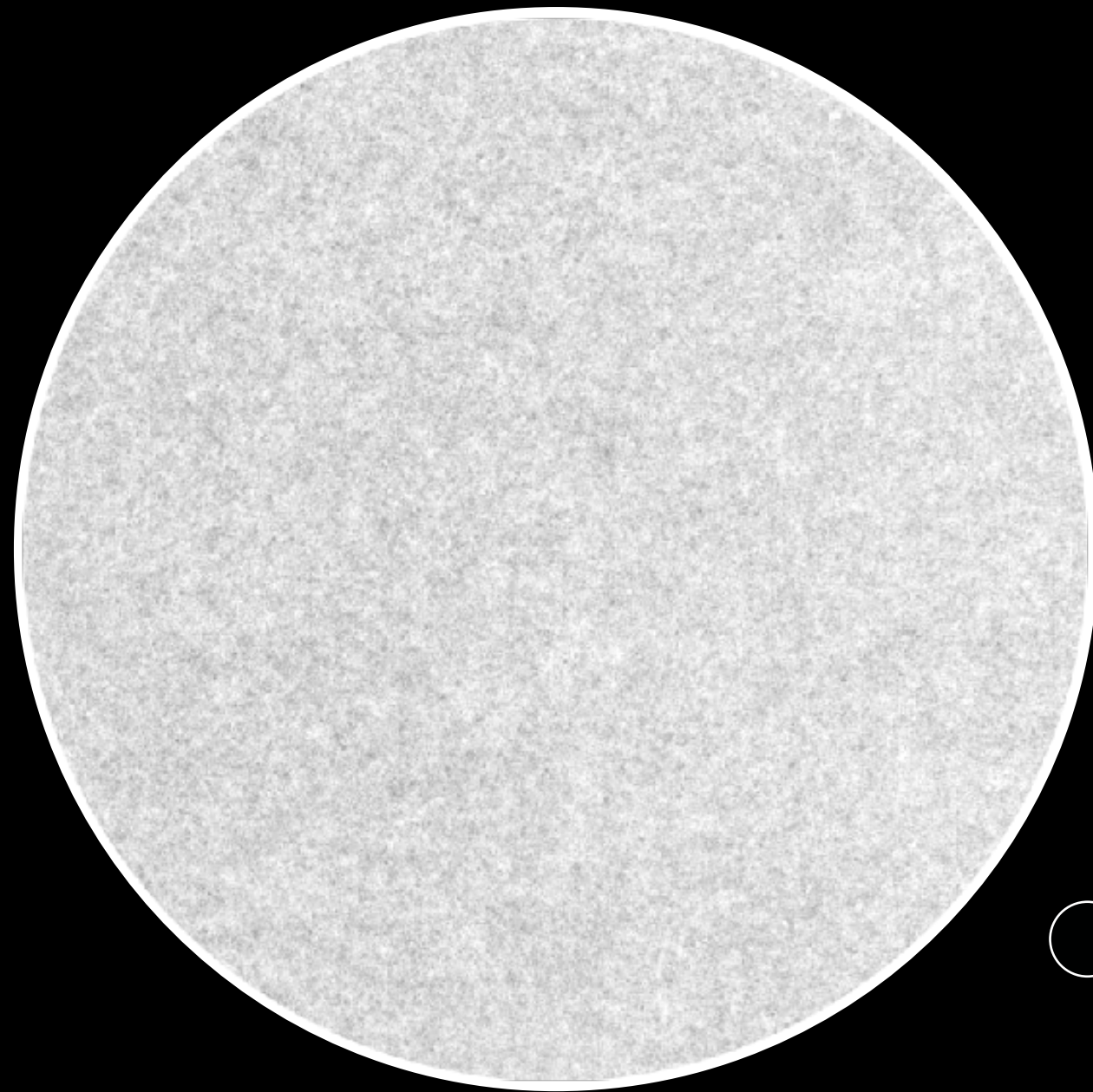
• Black	4
• White	5
• Gray	6
• Red	8
• Cyan	10
• Orange	12
• Cobalt	14
• Yellow	16
• Blue	18
• Green-yellow	20
• Purple	22
• Green	24
• Magenta	26
• Turquoise	28
• Crimson	30

Color harmony & Composition

- Complementary 32
- Monochromatic 34
- Analogous 36
- Split complementary 38
- Triadic 40
- Tetradic 42
- Tint 44
- Tone 46
- Shade 48
- Compositing 50

Hex. #ffffff ◦ Rgb. 255,255,255

WHITE



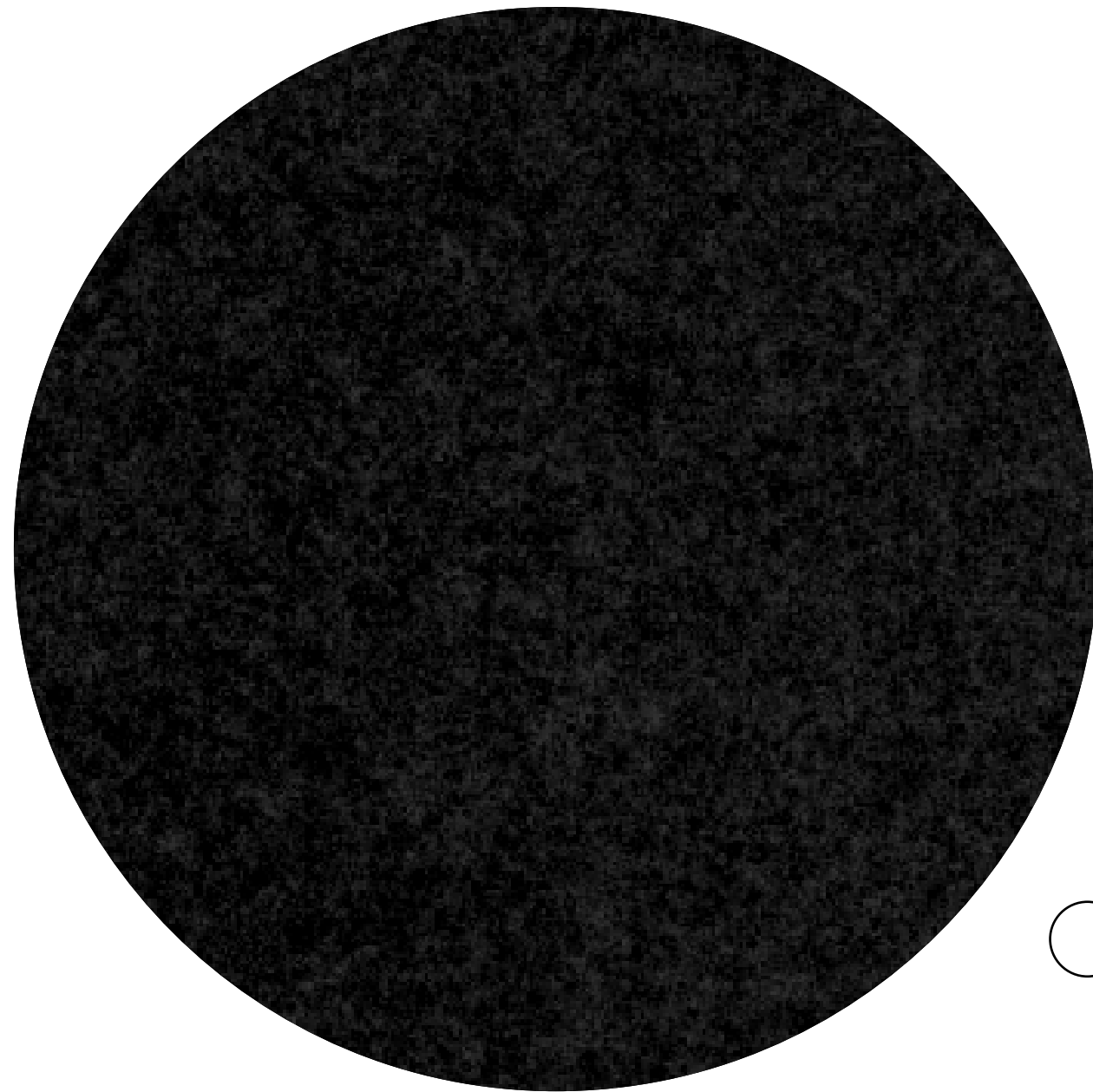
○ **Contrast**

Sterility ◦ Coldness ◦ Unfriendliness ◦ Elitism ◦ Isolation ◦ Emptiness

Cleanness ◦ Clarity ◦ Purity ◦ Simplicity ◦ Sophistication ◦ Freshness

Hex. #000000 ◦ Rgb. 0,0,0

BLACK



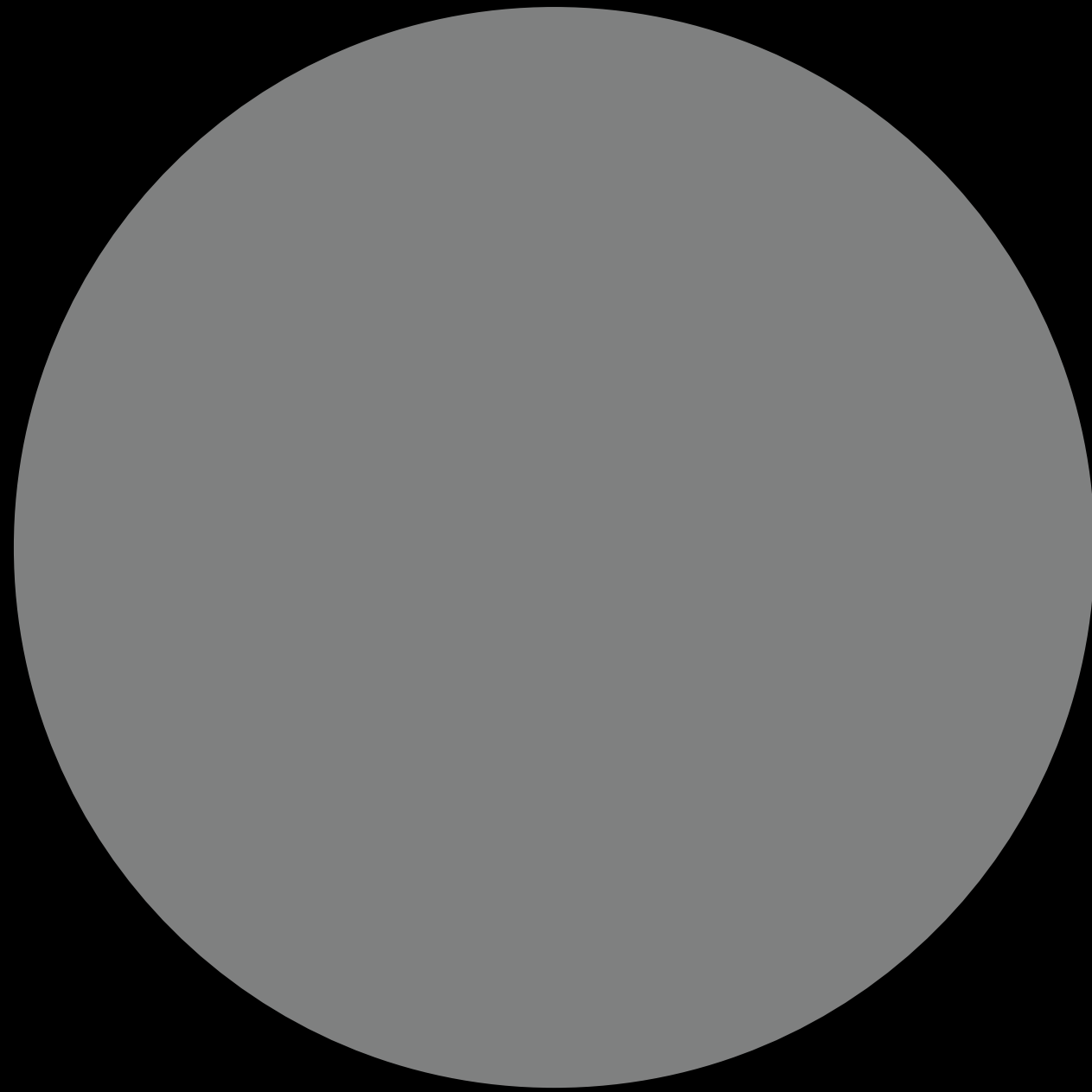
○ **Contrast**

Oppression ◦ Coldness ◦ Menace ◦ Evil ◦ Muoring

Sophistication ◦ Security ◦ Power ◦ Elegance ◦ Authority ◦ Substance

Hex. #808080 • Rgb. 128,128,128

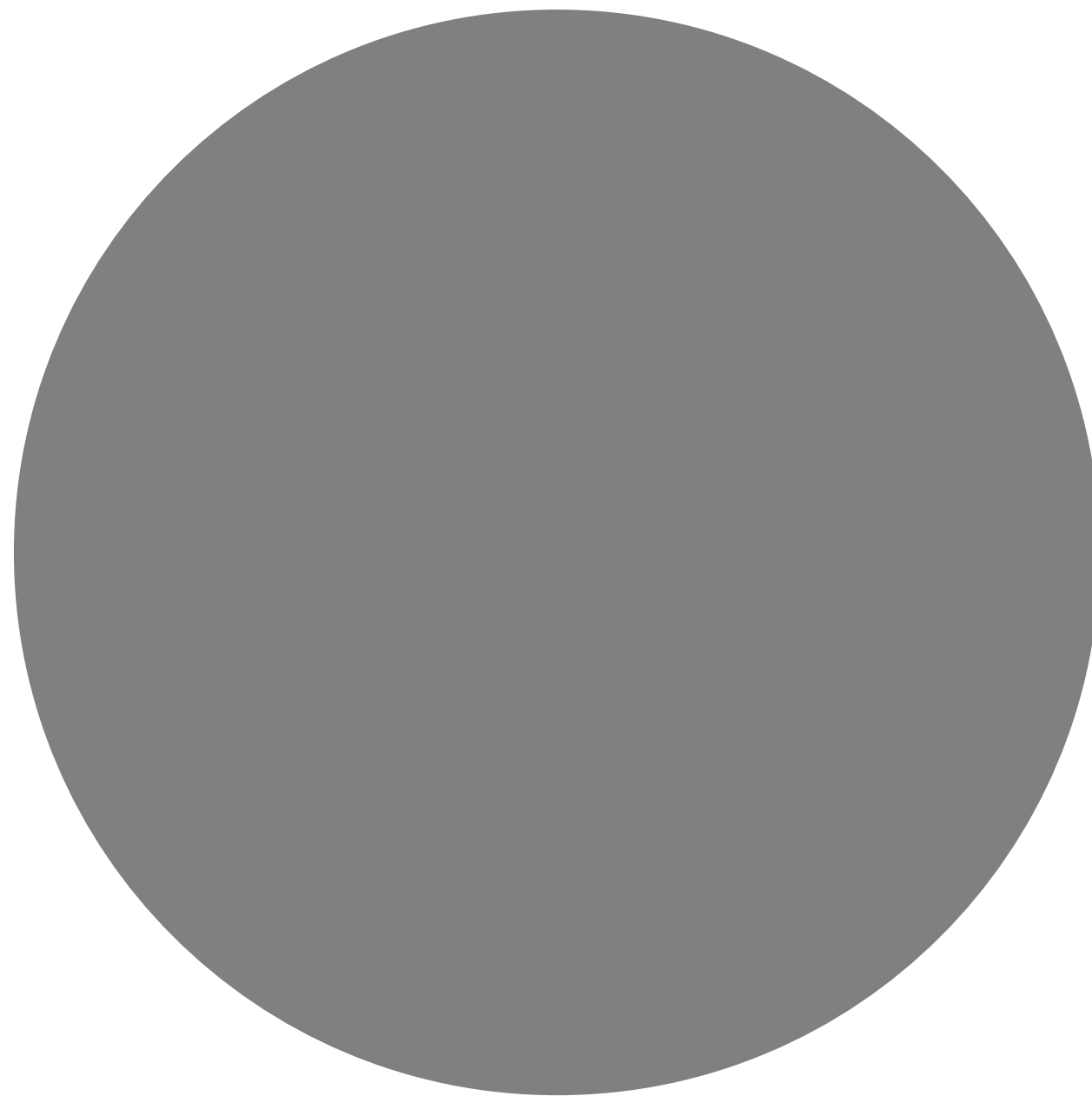
GRAY



Unconfident • Dampness • Depression • Lack of energy • Blandness
Timelessness • Neutrality • Reliability • Balance • Intelligence • Strength

Hex. #808080 • Rgb. 128,128,128

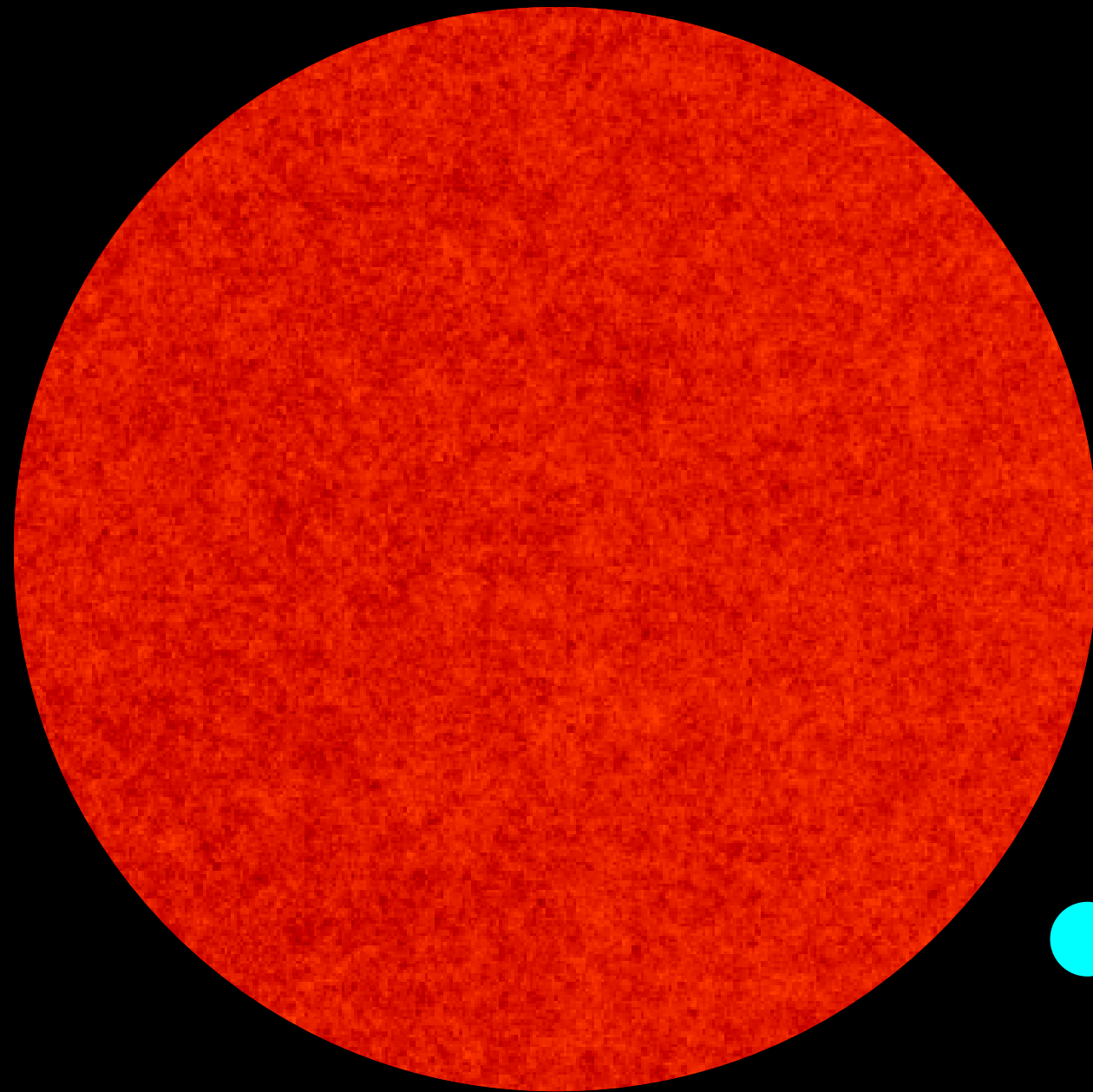
GRAY



Unconfident • Dampness • Depression • Lack of energy • Blandness
Timelessness • Neutrality • Reliability • Balance • Intelligence • Strength

Hex. #ff0000 • Rgb. 255,0,0

RED



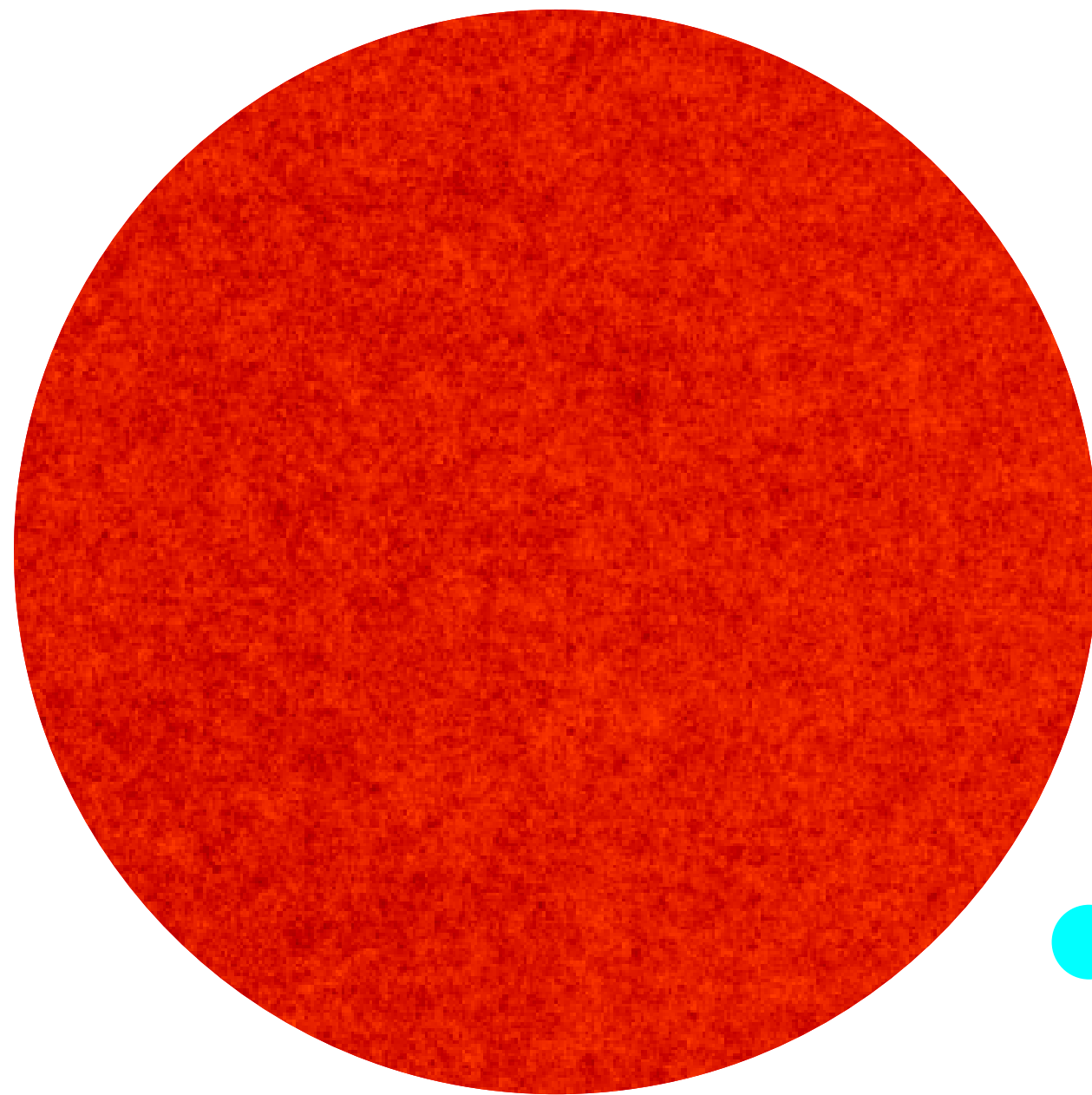
 **Contrast**

Anger • Danger • Warning • Defiance • Aggression • Pain

Power • Passion • Energy • Fearlessness • Strength • Exitement

Hex. #ff0000 • Rgb. 255,0,0

RED



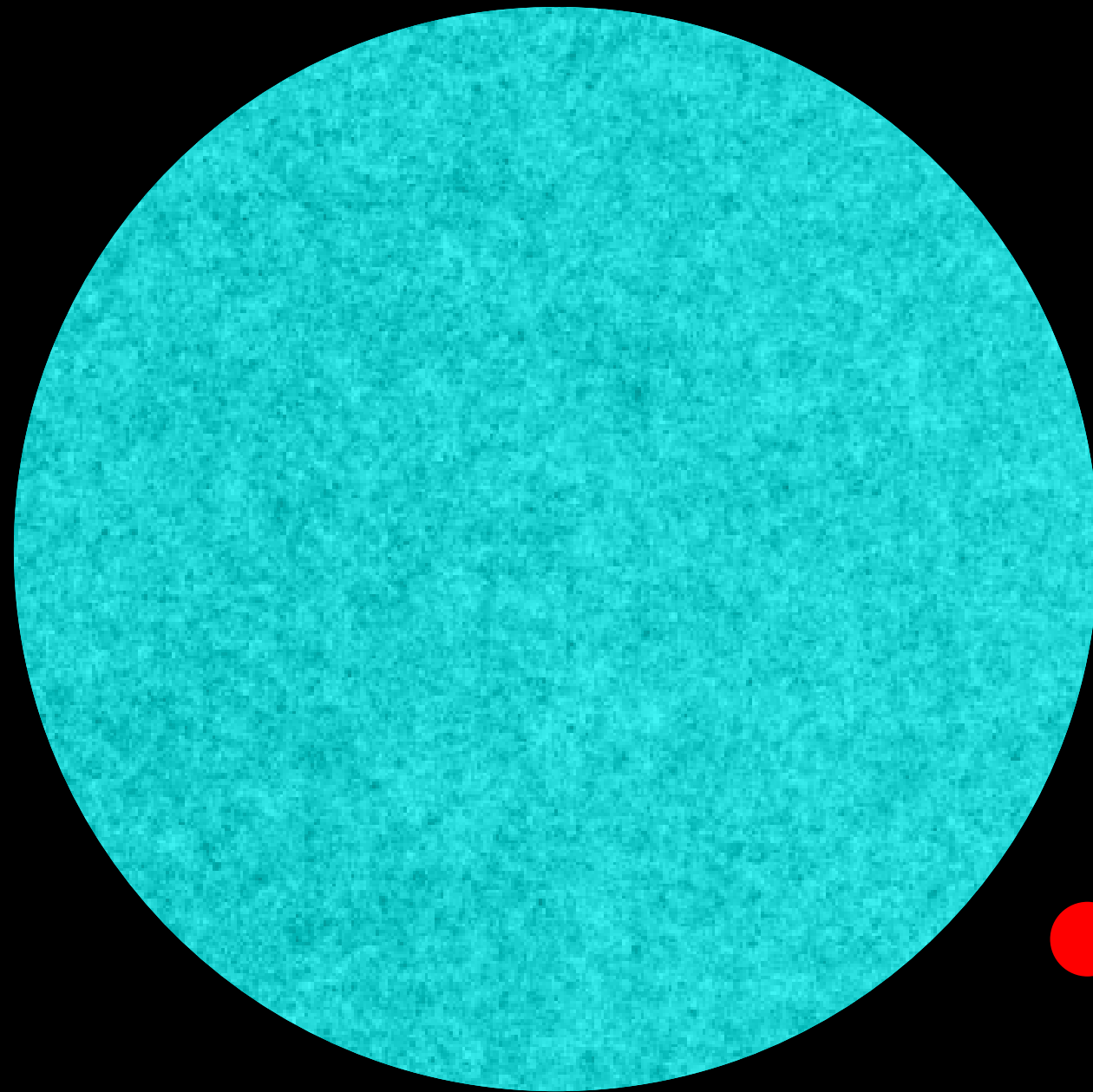
 **Contrast**

Anger • Danger • Warning • Defiance • Aggression • Pain

Power • Passion • Energy • Fearlessness • Strength • Exitement

Hex. #00ffff • Rgb. 0,255,255

CYAN



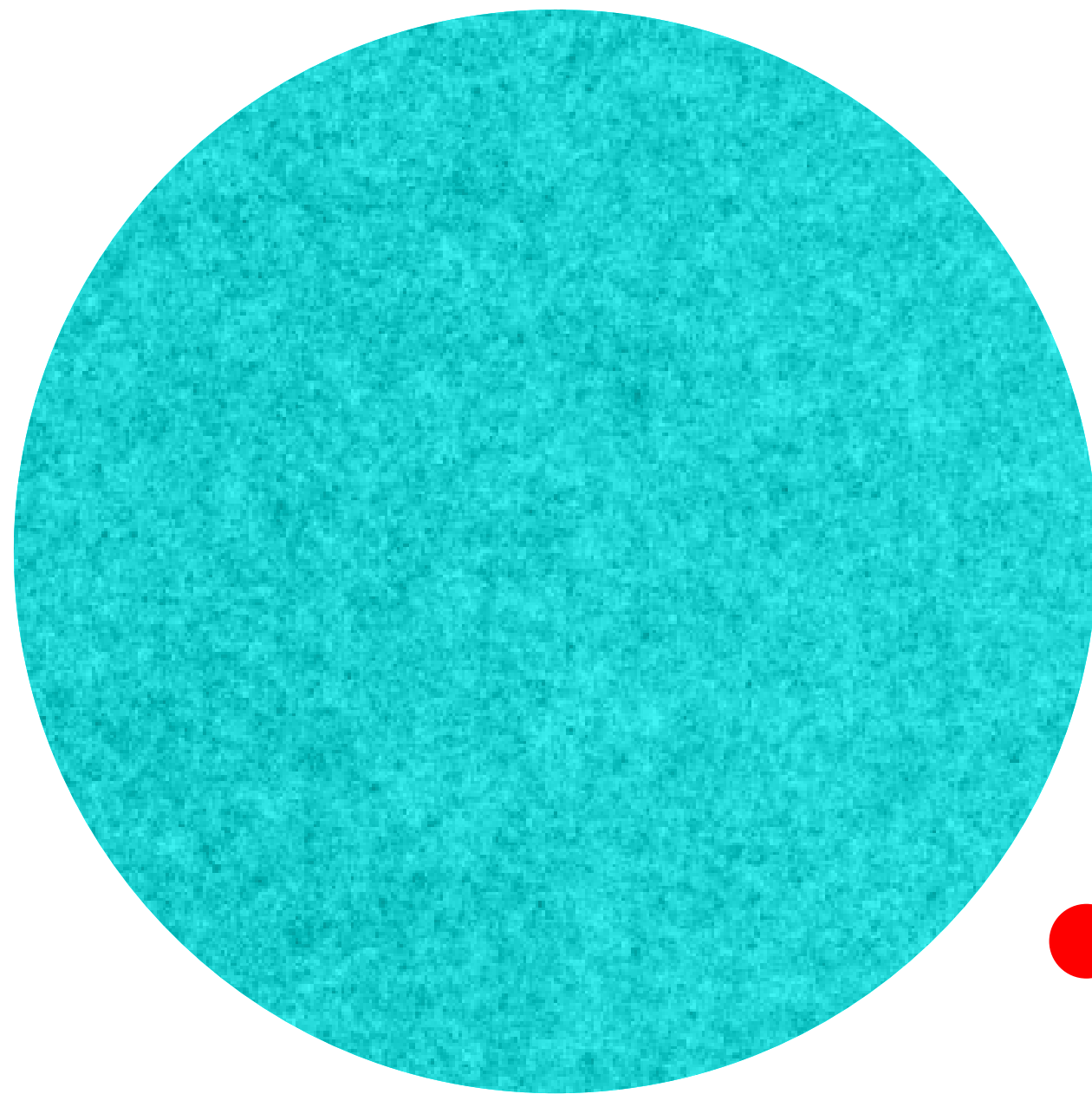
● Contrast

Deprivation • Frustration • Frivolity • Immaturity • Ignorance • Sluggishness

Courage • Confidence • Warmth • Innovation • Friendliness • Energy

Hex. #00ffff • Rgb. 0,255,255

CYAN



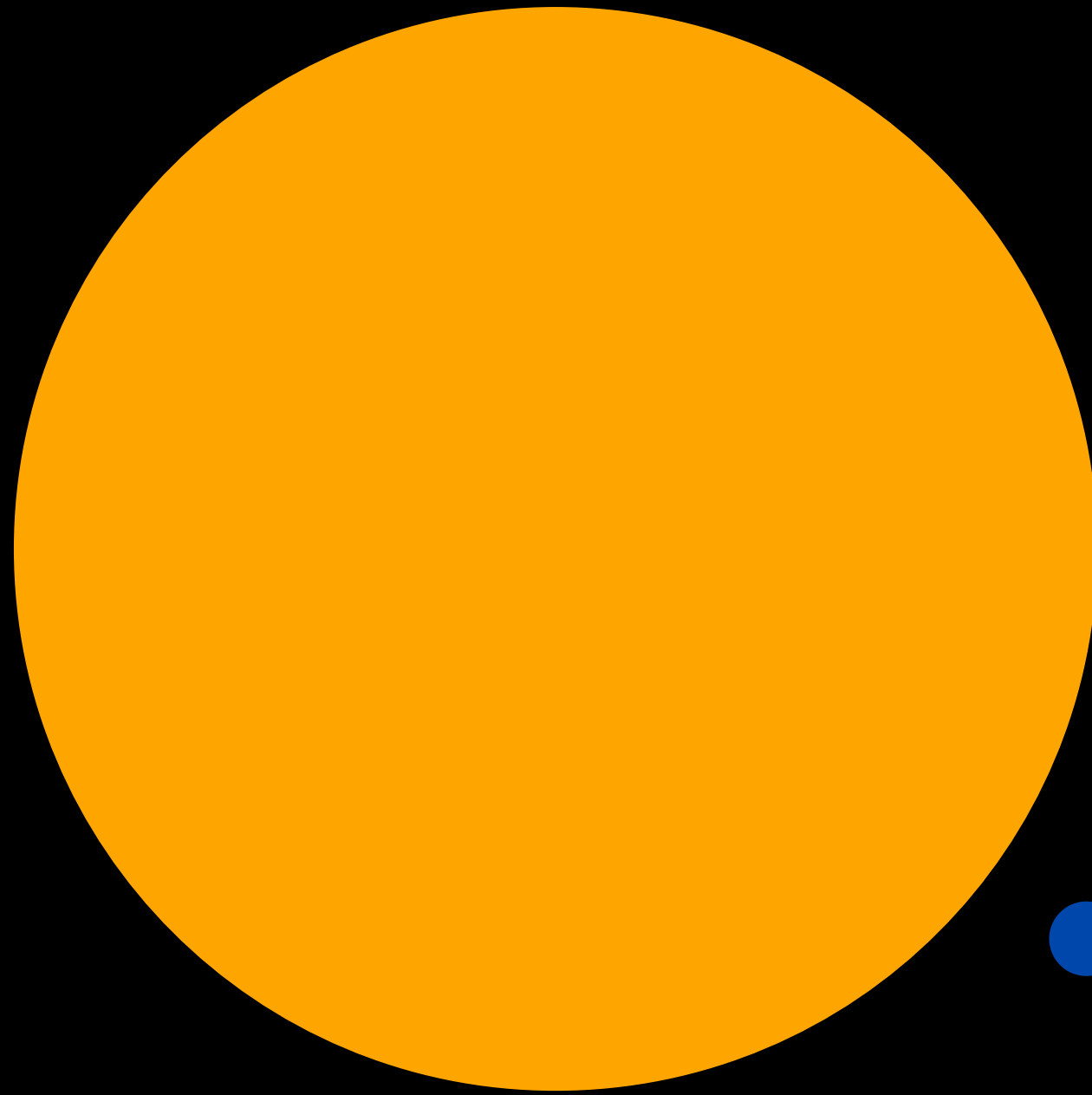
 **Contrast**

Deprivation • Frustration • Frivolity • Immaturity • Ignorance • Sluggishness

Courage • Confidence • Warmth • Innovation • Friendliness • Energy

Hex. #ffa500 • Rgb. 255,165,0

ORANGE



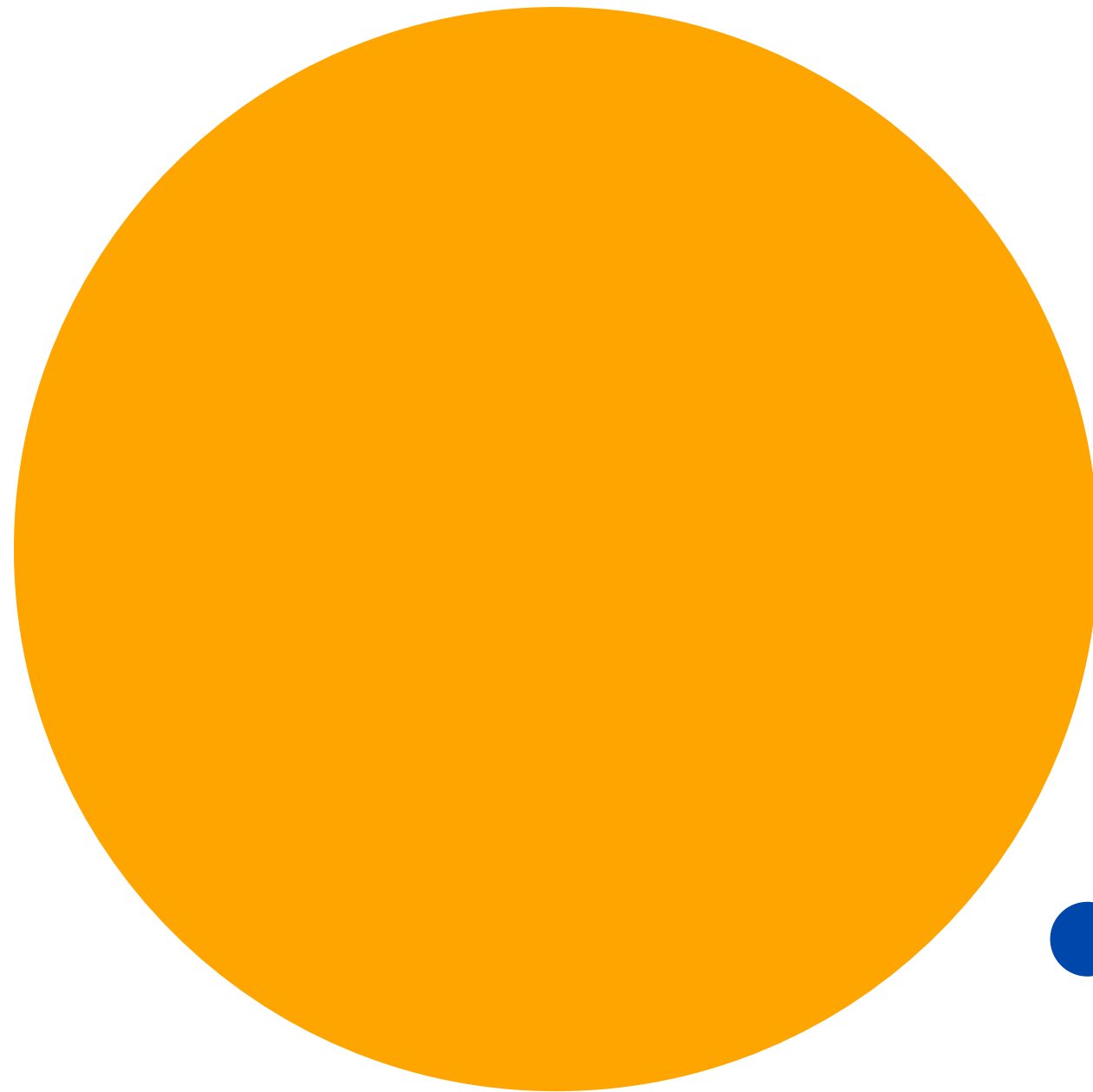
● Contrast

Deprivation • Frustration • Frivolity • Immaturity • Ignorance • Sluggishness

Courage • Confidence • Warmth • Innovation • Friendliness • Energy

Hex. #ffa500 • Rgb. 255,165,0

ORANGE



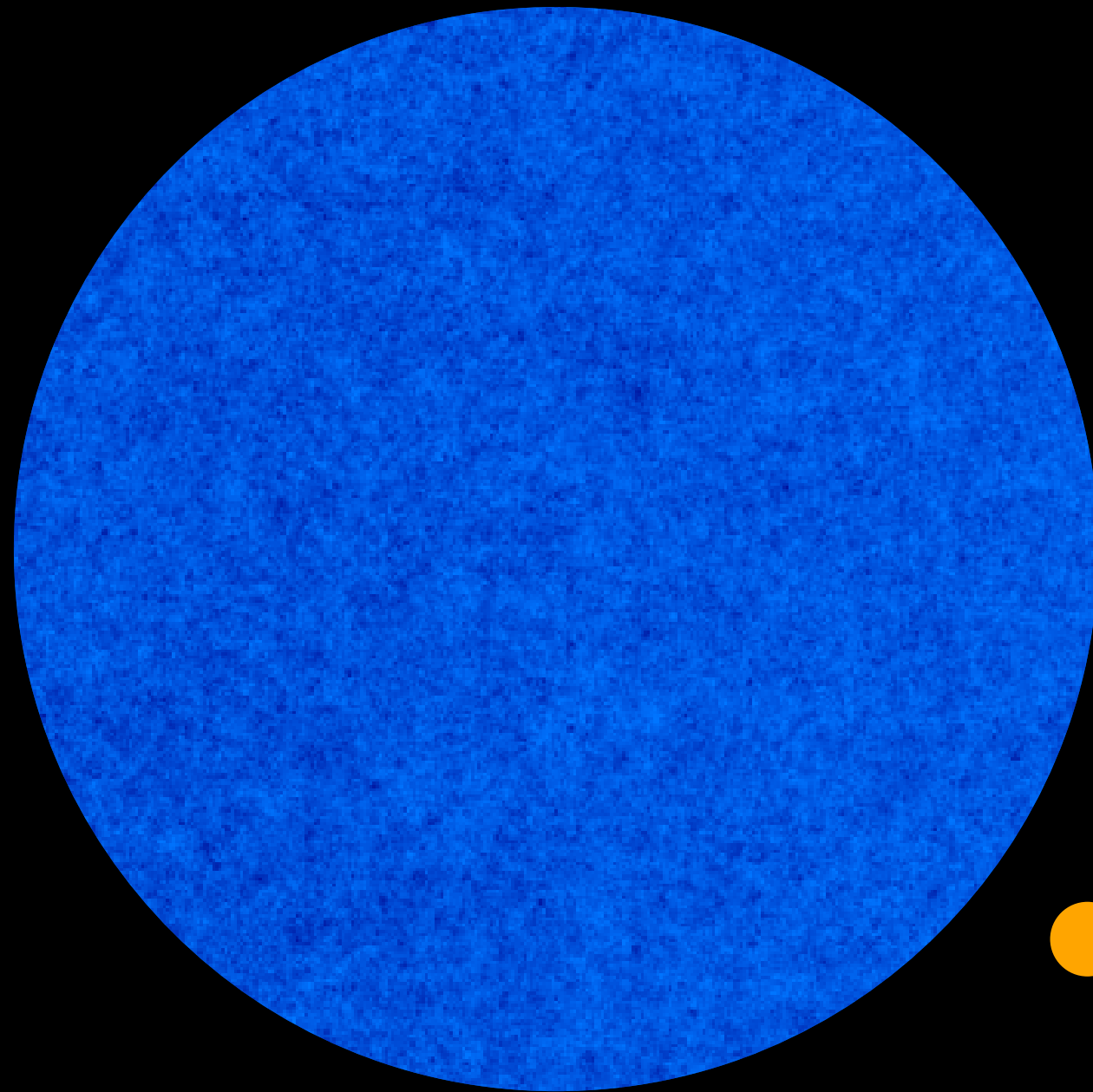
 **Contrast**

Deprivation • Frustration • Frivolity • Immaturity • Ignorance • Sluggishness

Courage • Confidence • Warmth • Innovation • Friendliness • Energy

Hex. #0047ab • Rgb. 0,71,171

COBALT



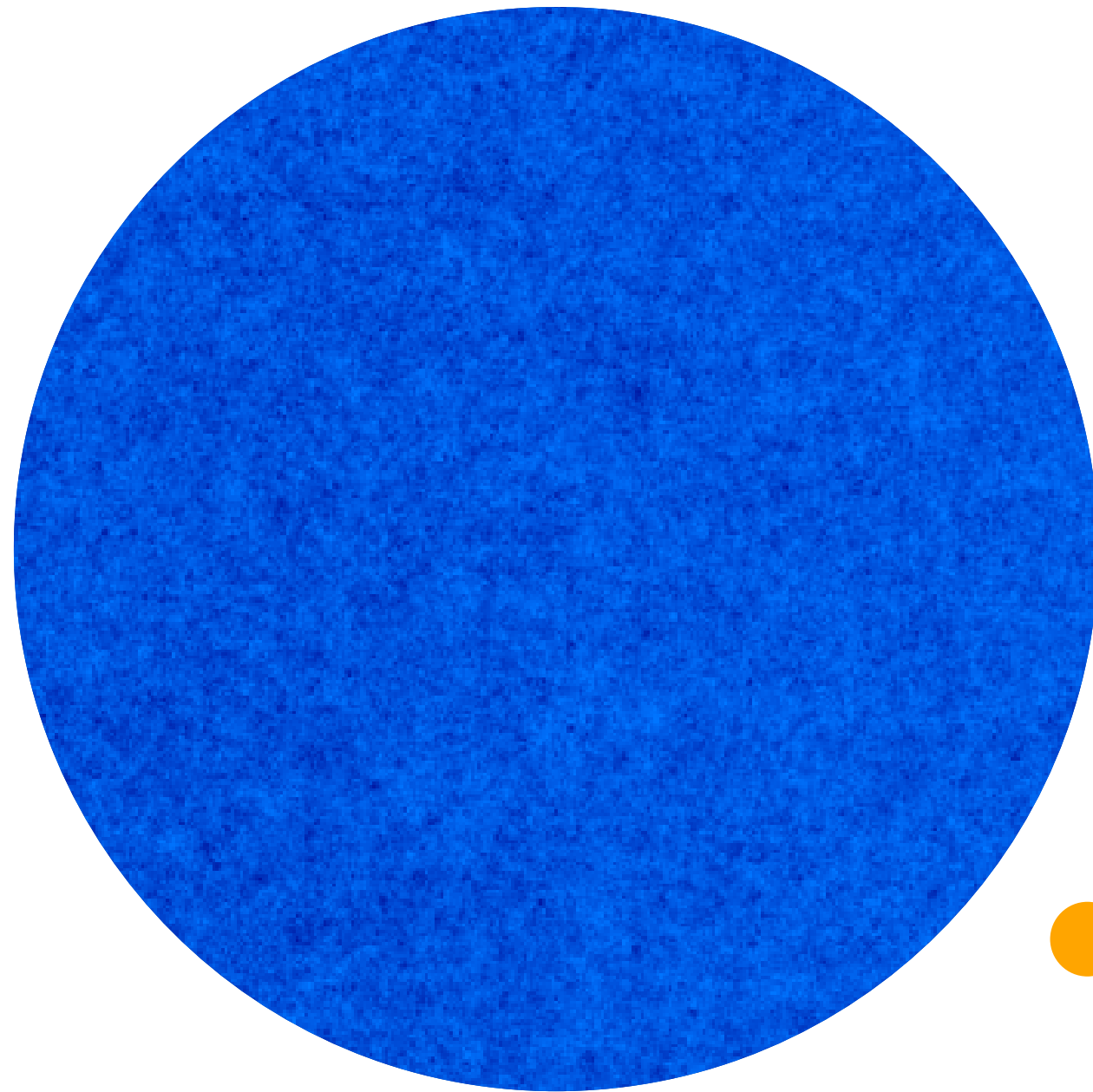
 Contrast

Stand-offish • Quiet • Uncertain • Mysterious

Supportive • Artistic • Intuitive • Energetic

Hex. #0047ab • Rgb. 0,71,171

COBALT



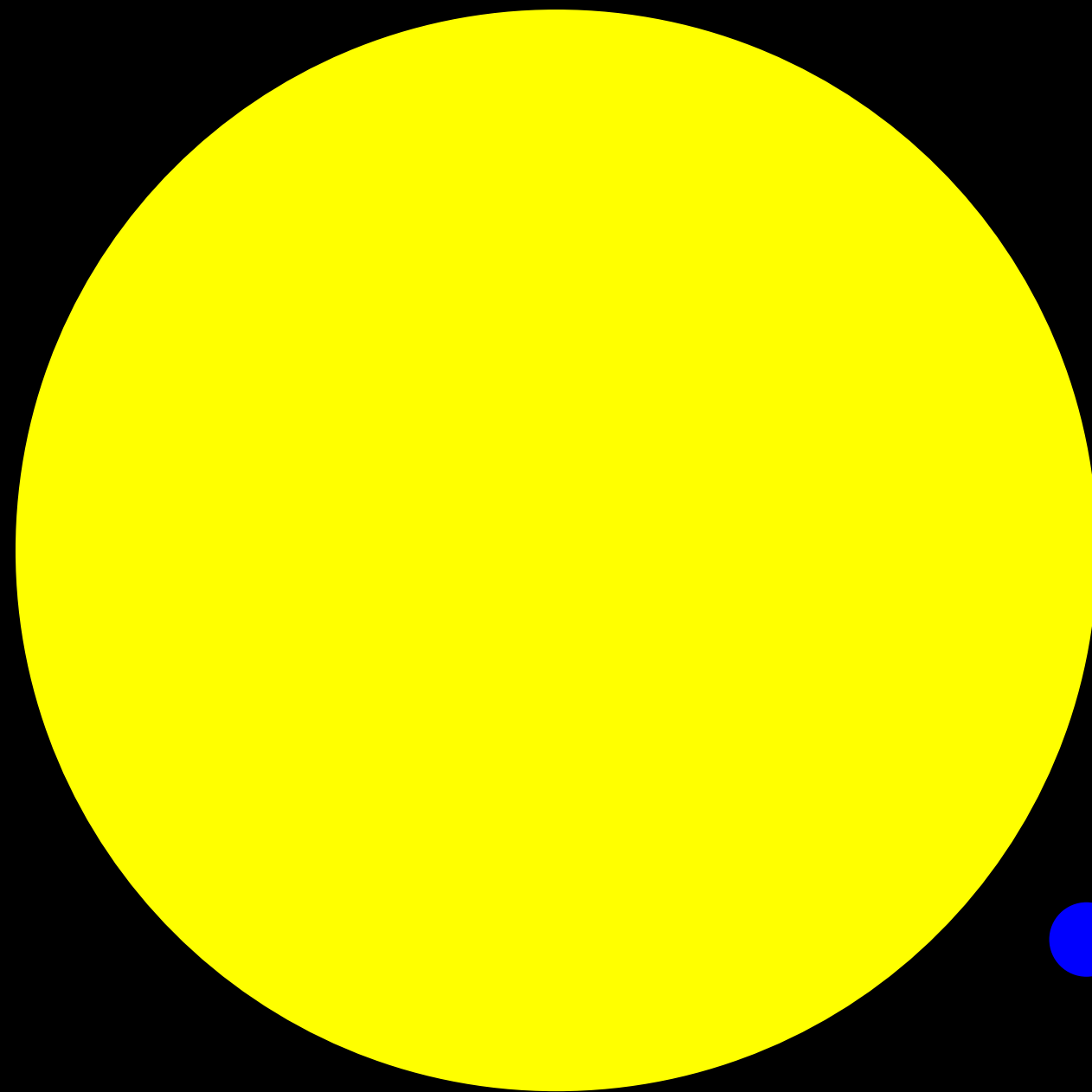
 **Contrast**

Stand-offish • Quiet • Uncertain • Mysterious

Supportive • Artistic • Intuitive • Energetic

Hex. #ffff00 • Rgb. 255,255,1

YELLOW



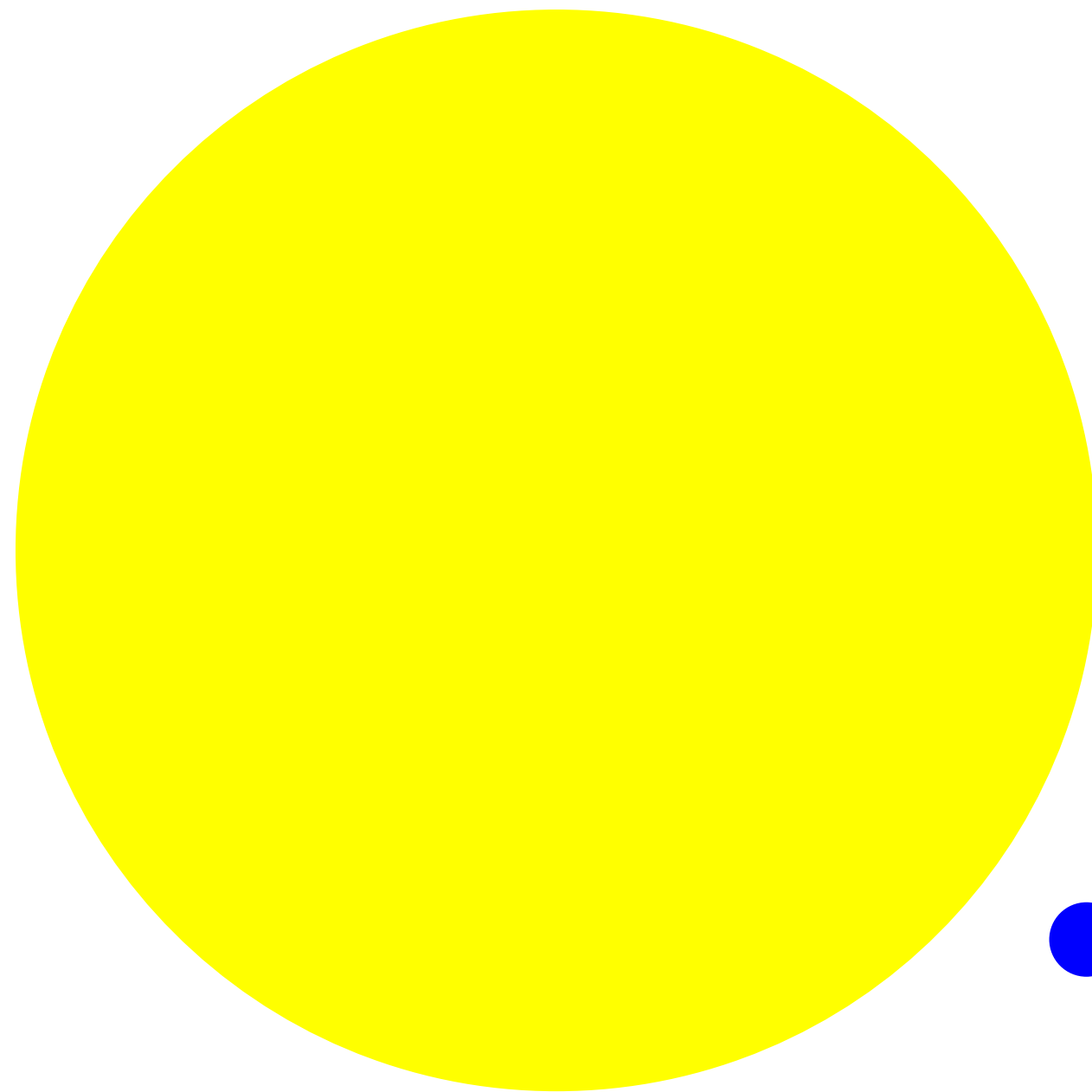
 **Contrast**

Irrationality • Fear • Caution • Anxiety • Frustration • Cowardice

Optimism • Warmth • Happiness • Creativity • Intellect • Extraversion

Hex. #ffff00 • Rgb. 255,255,1

YELLOW



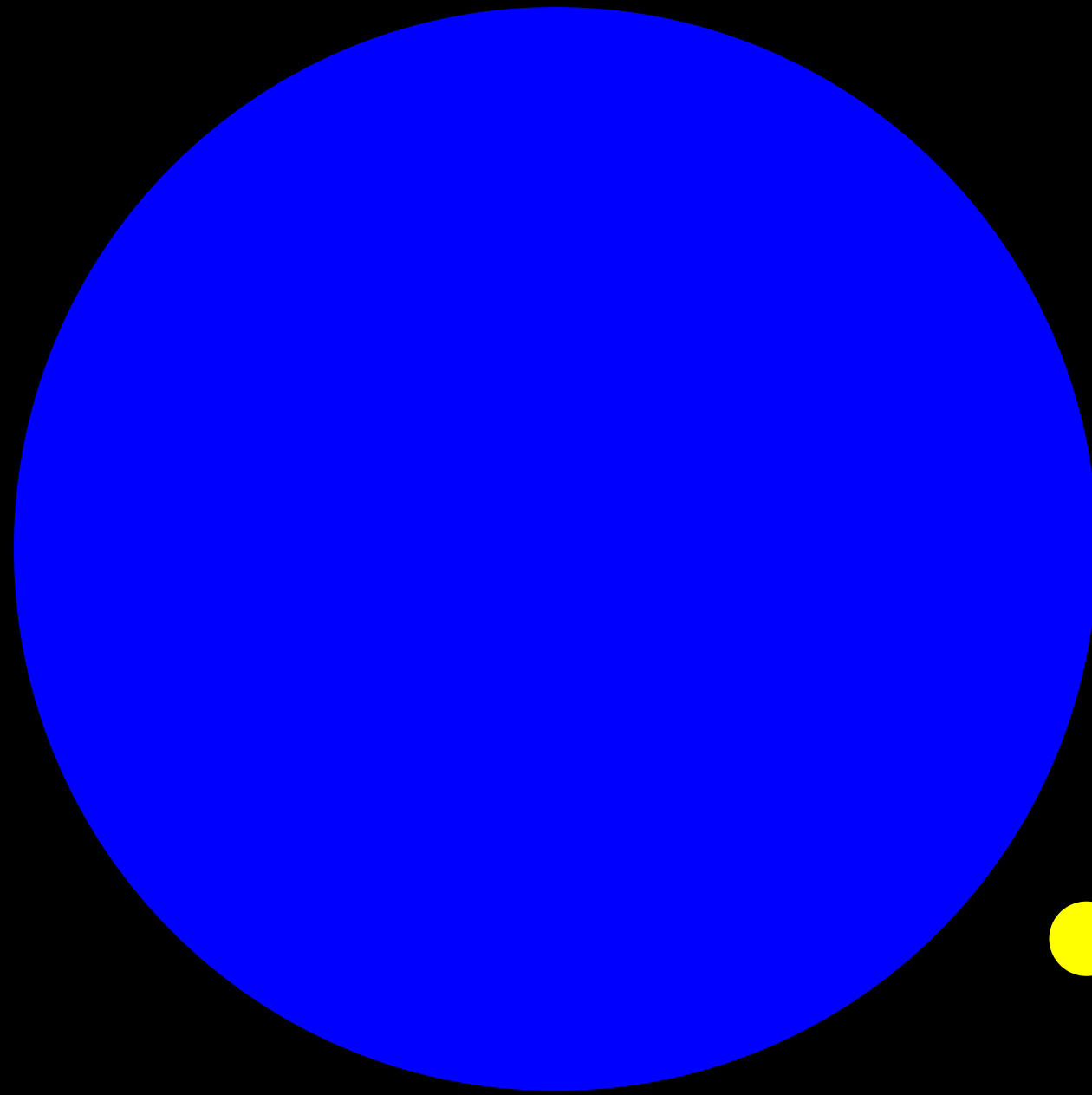
 **Contrast**

Irrationality • Fear • Caution • Anxiety • Frustration • Cowardice

Optimism • Warmth • Happiness • Creativity • Intellect • Extraversion

Hex. #0000ff • Rgb. 0,0,255

BLUE



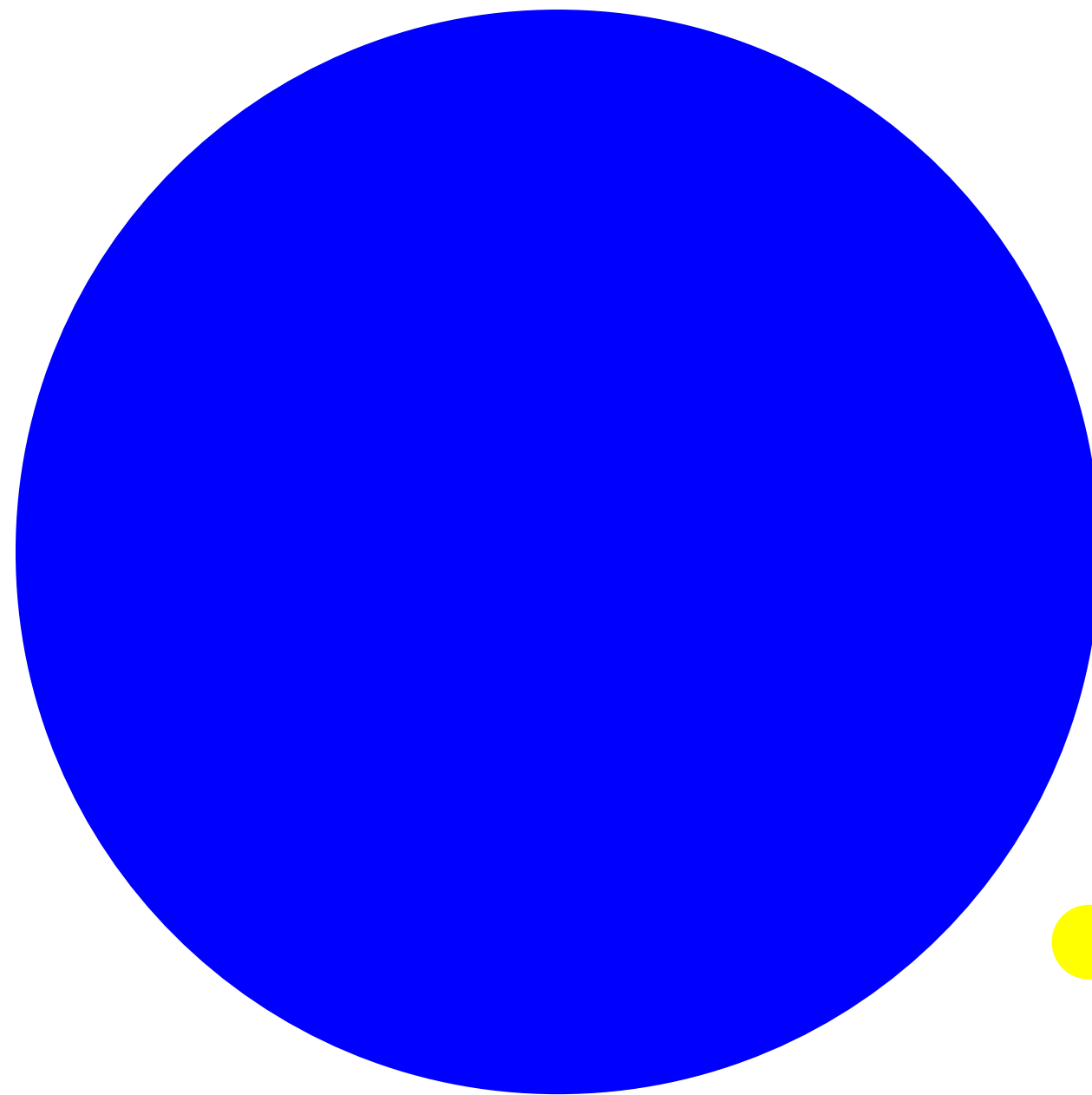
● Contrast

Coldness • Aloofness • Emotionless • Unfriendliness • Uncaring • Unappetizing

Trust • Loyalty • Dependability • Logic • Serenity • Security

Hex. #0000ff • Rgb. 0,0,255

BLUE



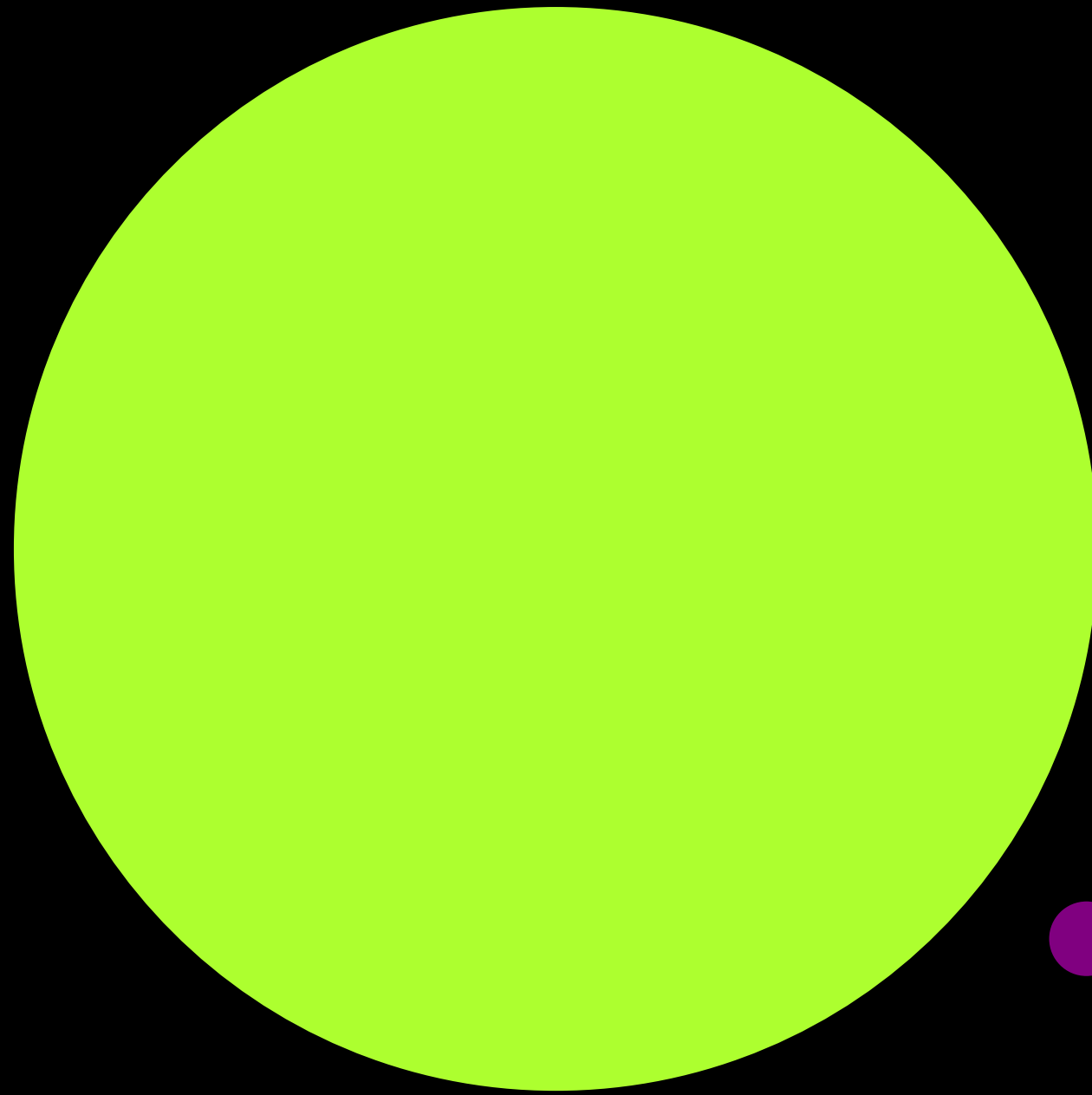
 **Contrast**

Coldness • Aloofness • Emotionless • Unfriendliness • Uncaring • Unappetizing

Trust • Loyalty • Dependability • Logic • Serenity • Security

Hex. #adff2f • Rgb. 173,255,47

GREEN-YELLOW



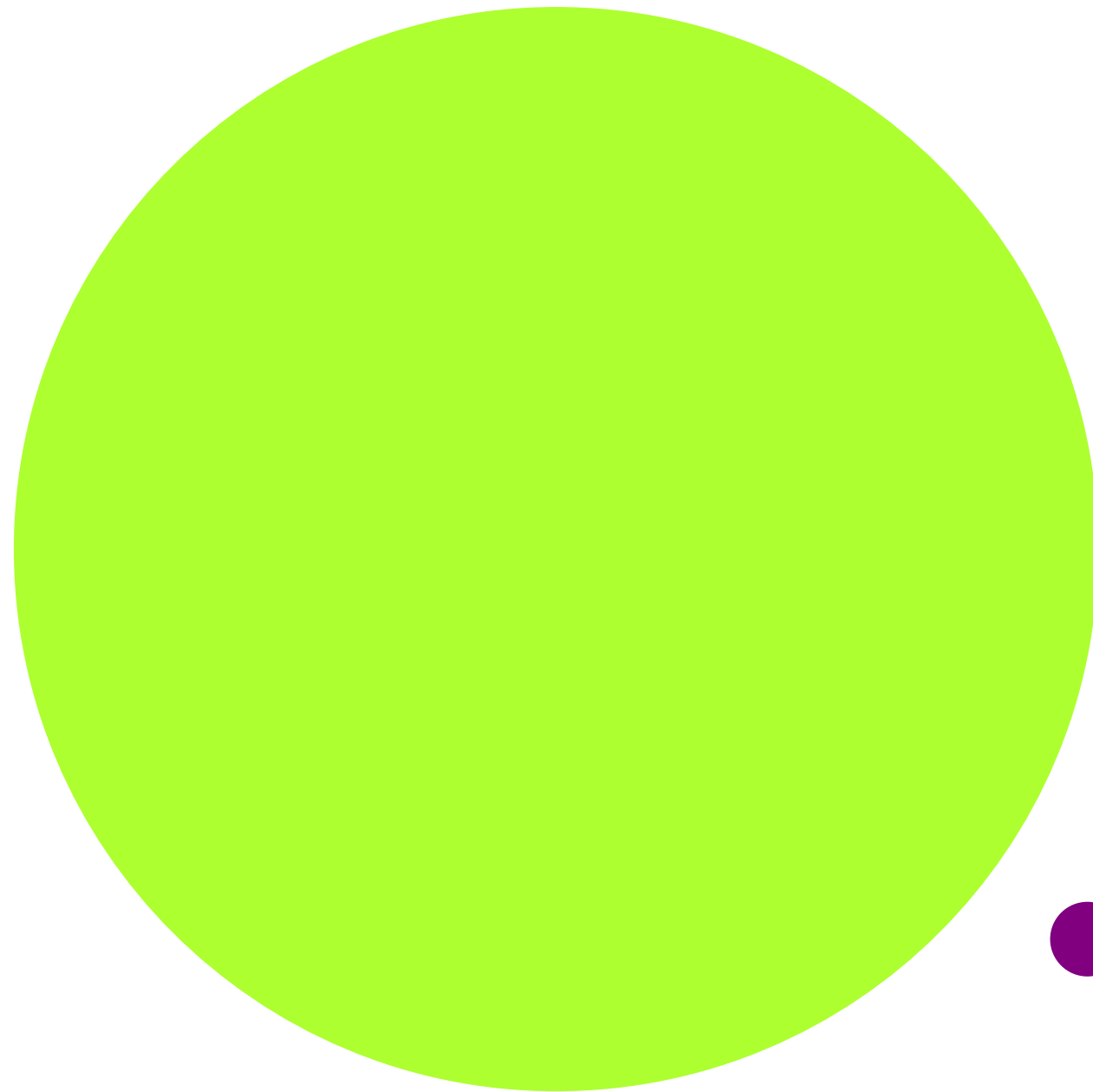
 **Contrast**

Uncomfortable to look at over extended periods

Exciting • Vibrant • Joy • Cheeriness

Hex. #adff2f • Rgb. 173,255,47

GREEN-YELLOW



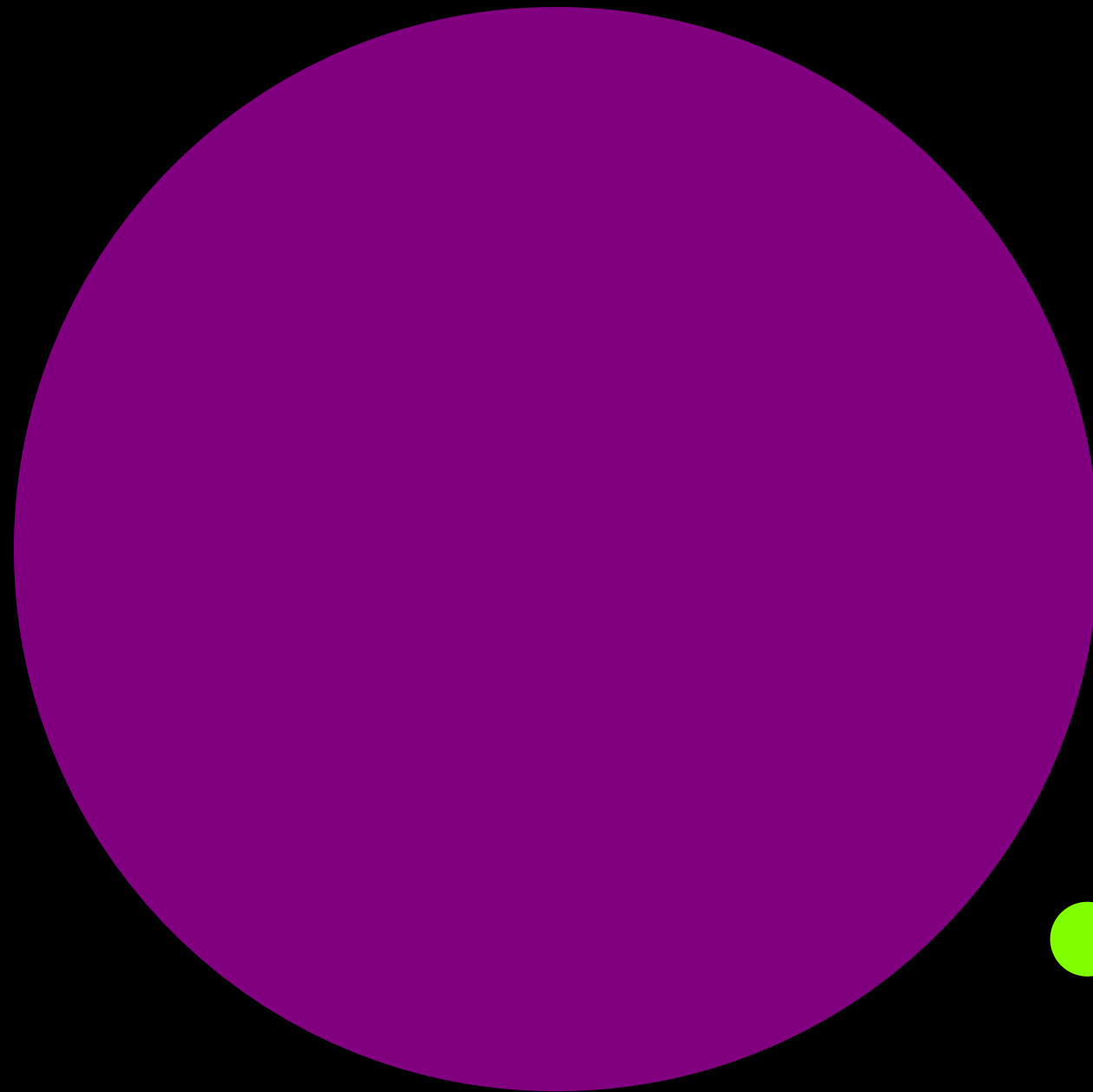
Contrast

Uncomfortable to look at over extended periods

Exciting • Vibrant • Joy • Cheeriness

Hex. #800080 • Rgb. 128,0,128

PURPLE



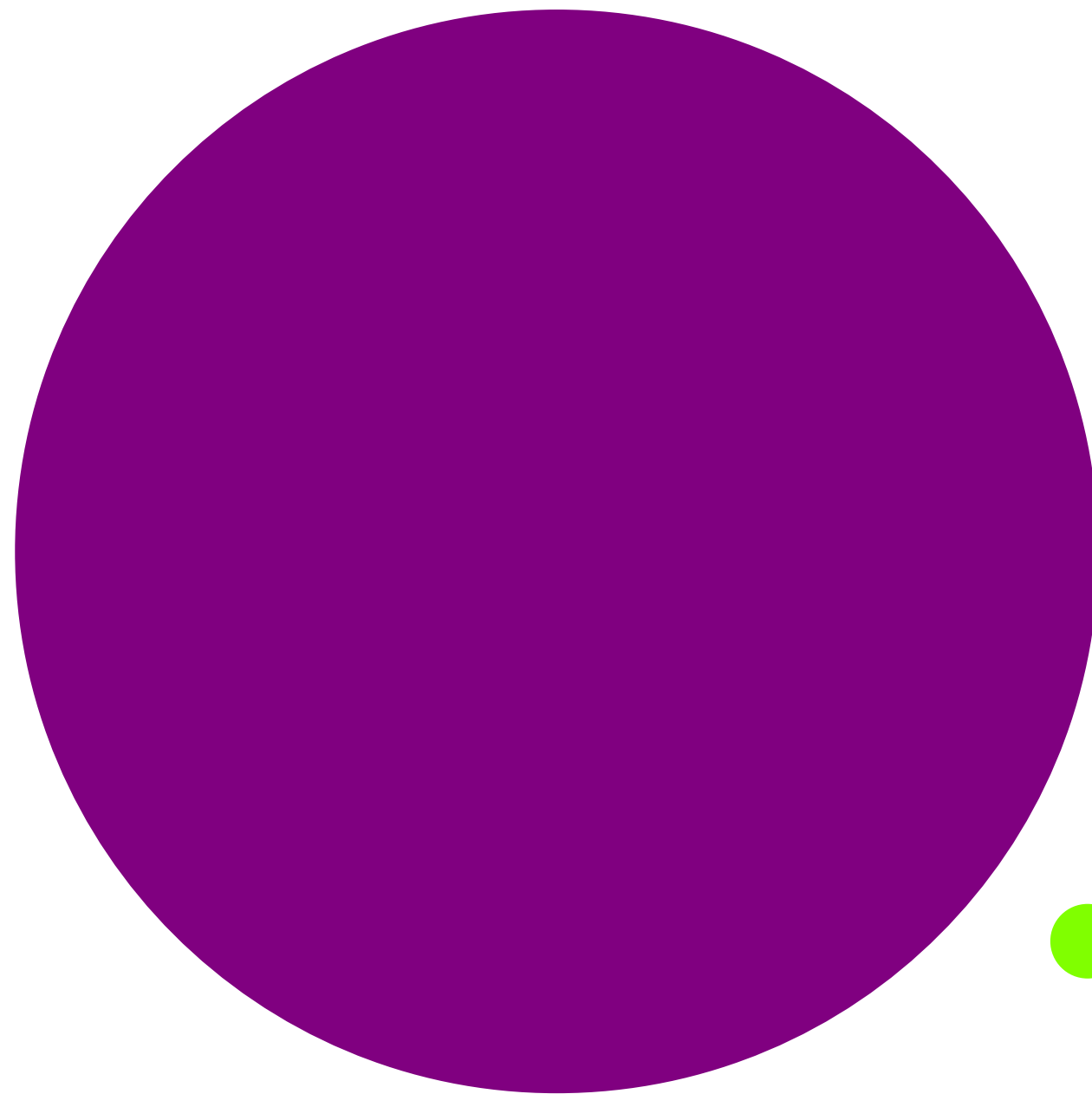
 **Contrast**

Introversion • Decadence • Supression • Inferiority • Extravagance • Moodiness

Wisdom • Luxury • Wealth • Spirituality • Imaginative • Sophistication

Hex. #800080 • Rgb. 128,0,128

PURPLE



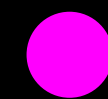
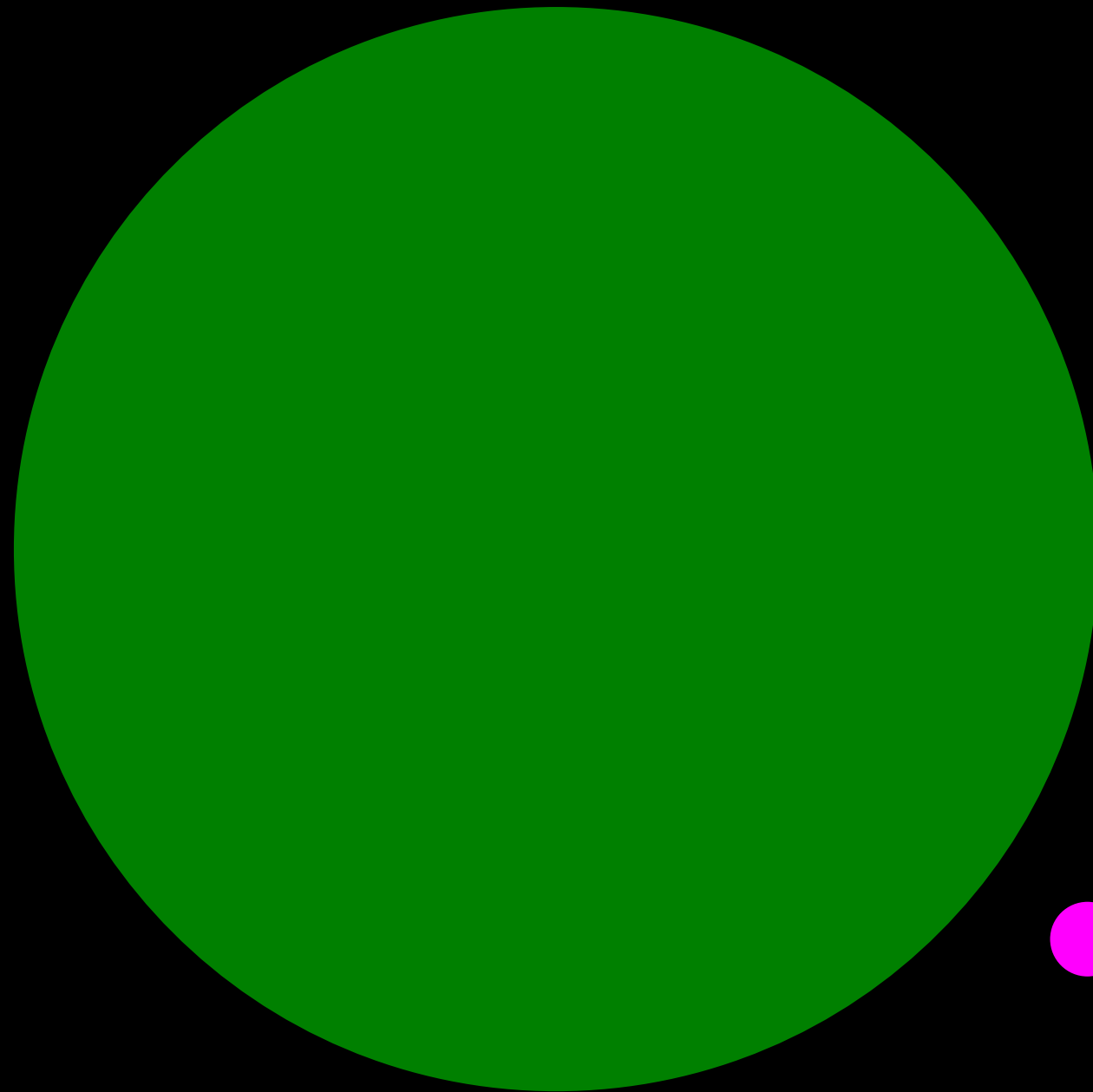
 **Contrast**

Introversion • Decadence • Supression • Inferiority • Extravagance • Moodiness

Wisdom • Luxury • Wealth • Spirituality • Imaginative • Sophistication

Hex. #008000 • Rgb. 0,128,0

GREEN



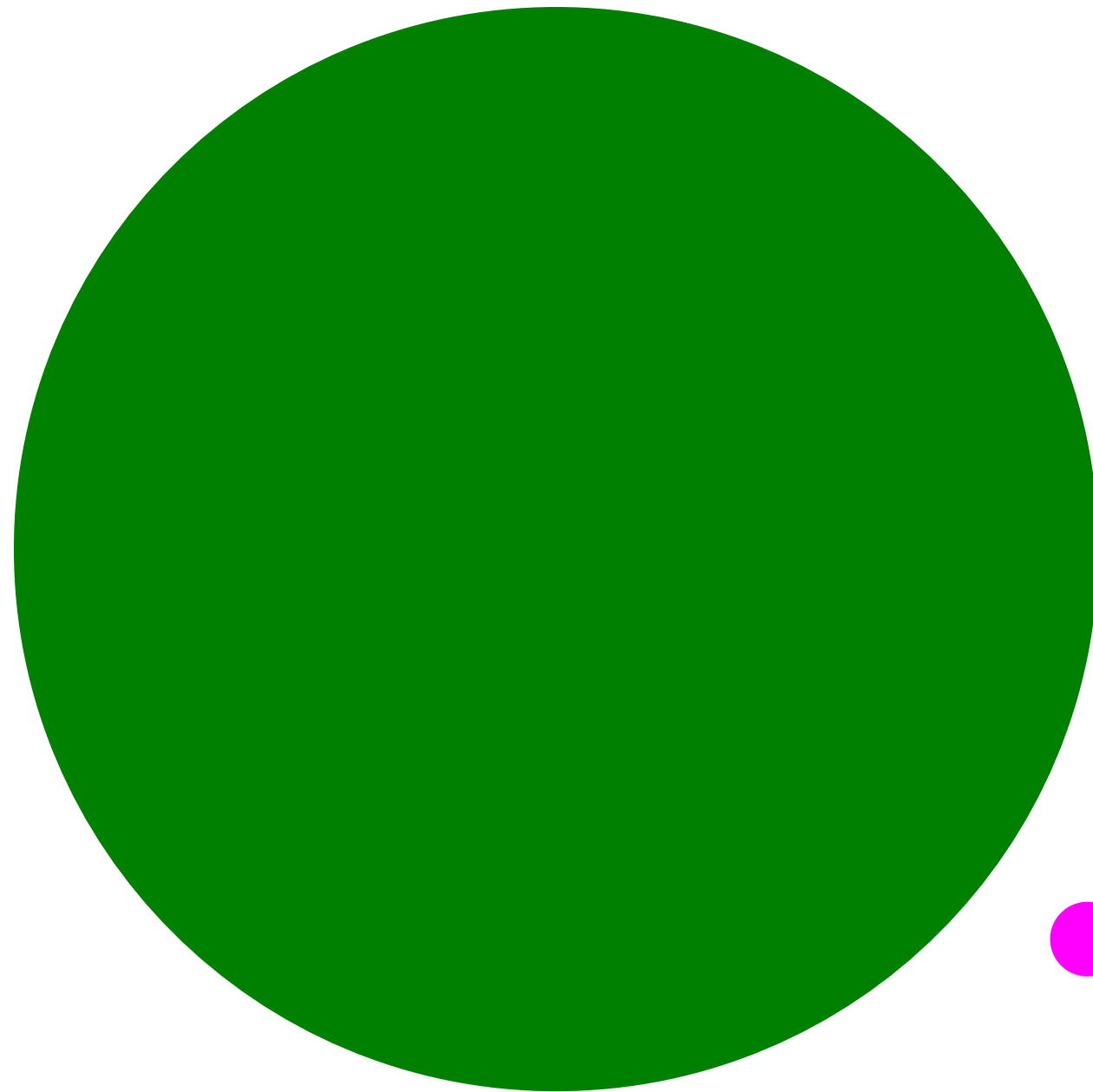
Contrast

Boredom • Stagnation • Envy • Blandness • Enervation • Sickness

Health • Hope • Freshness • Nature • Growth • Prosperity

Hex. #008000 • Rgb. 0,128,0

GREEN



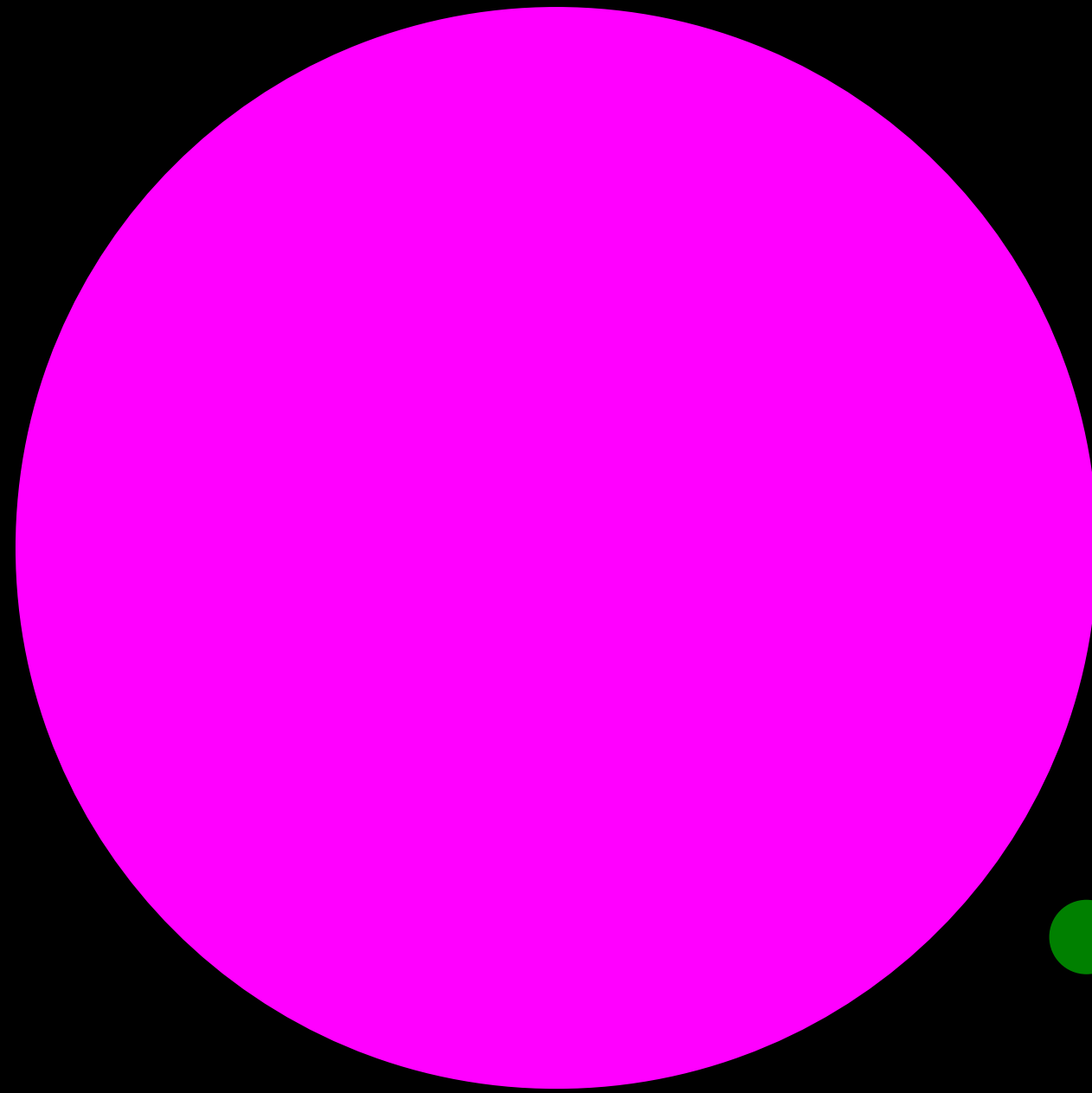
 **Contrast**

Boredom • Stagnation • Envy • Blandness • Enervation • Sickness

Health • Hope • Freshness • Nature • Growth • Prosperity

Hex. #ff00ff • Rgb. 255,0,255

MAGENTA



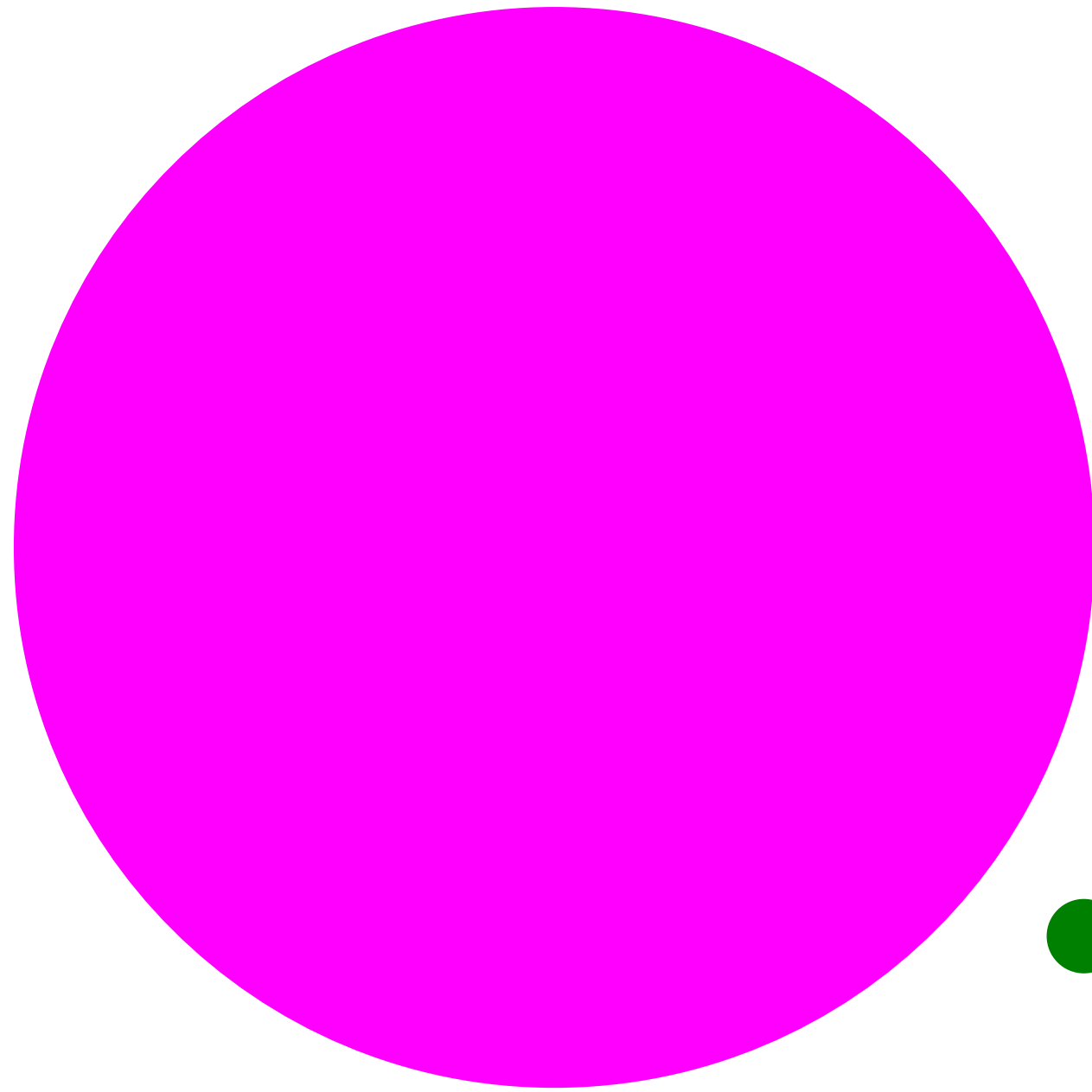
● Contrast

Outrageousness • Nonconformity • Flippancy • Impulsiveness • Eccentricity

Wisdom • Luxury • Wealth • Spirituality • Imaginative • Sophistication

Hex. #ff00ff • Rgb. 255,0,255

MAGENTA



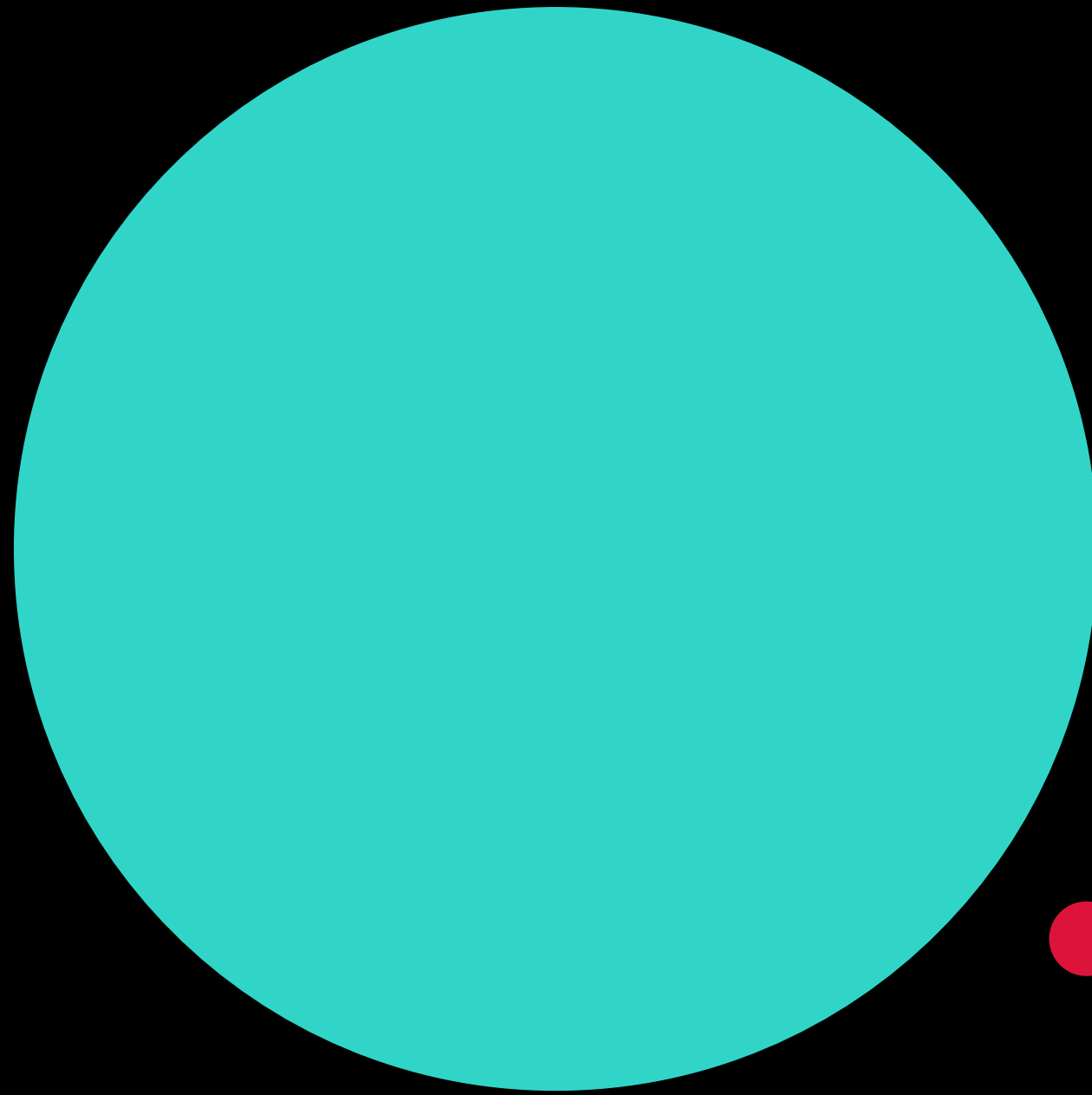
Contrast

Outrageousness • Nonconformity • Flippancy • Impulsiveness • Eccentricity

Wisdom • Luxury • Wealth • Spirituality • Imaginative • Sophistication

Hex. #30d5c8 • Rgb. 48,213,200

TURQUOISE



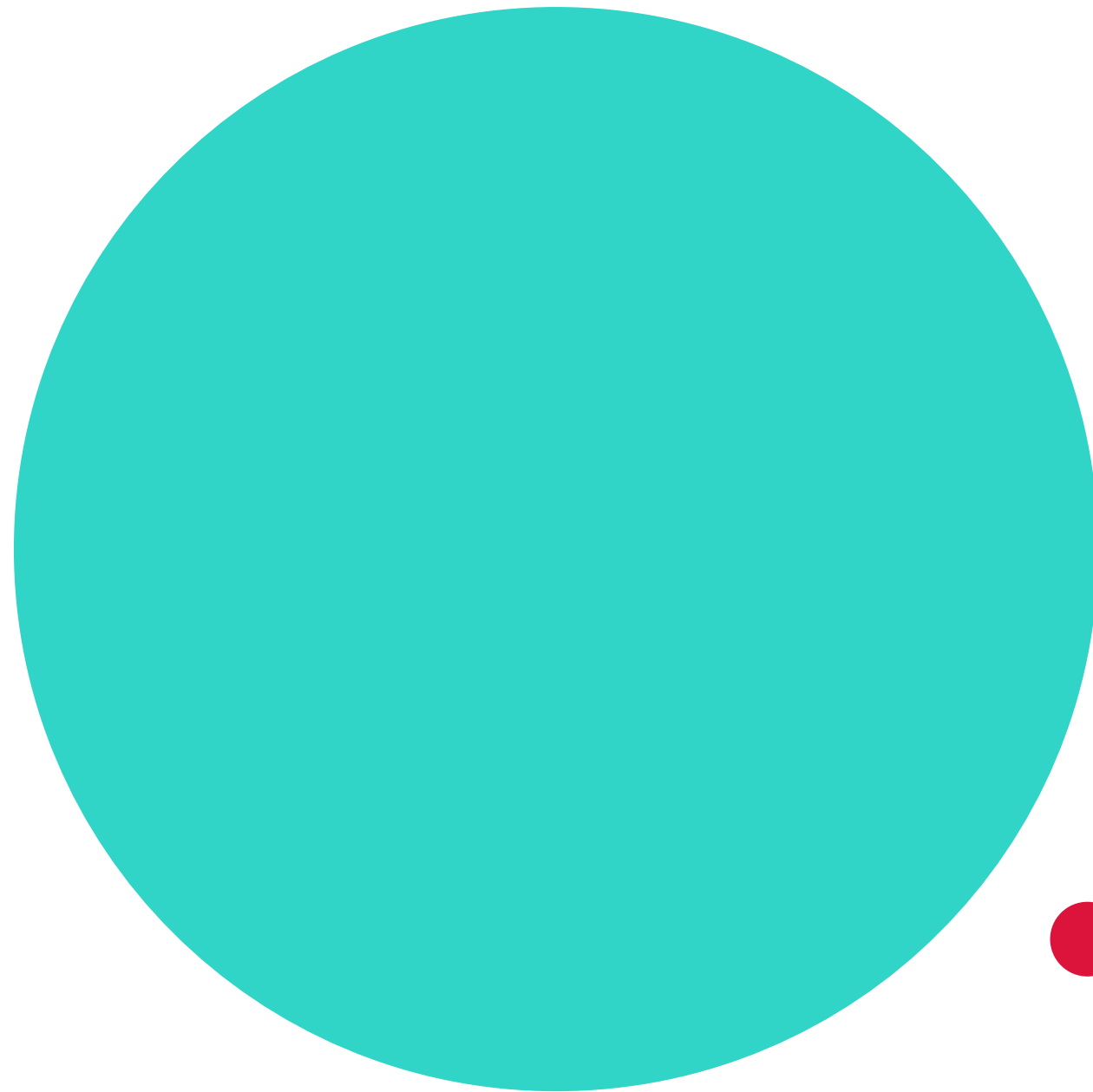
 Contrast

Narcissism • Stress • Secrecy • Boastfulness

Concentration • Growth • Peace • Empathy

Hex. #30d5c8 • Rgb. 48,213,200

TURQUOISE



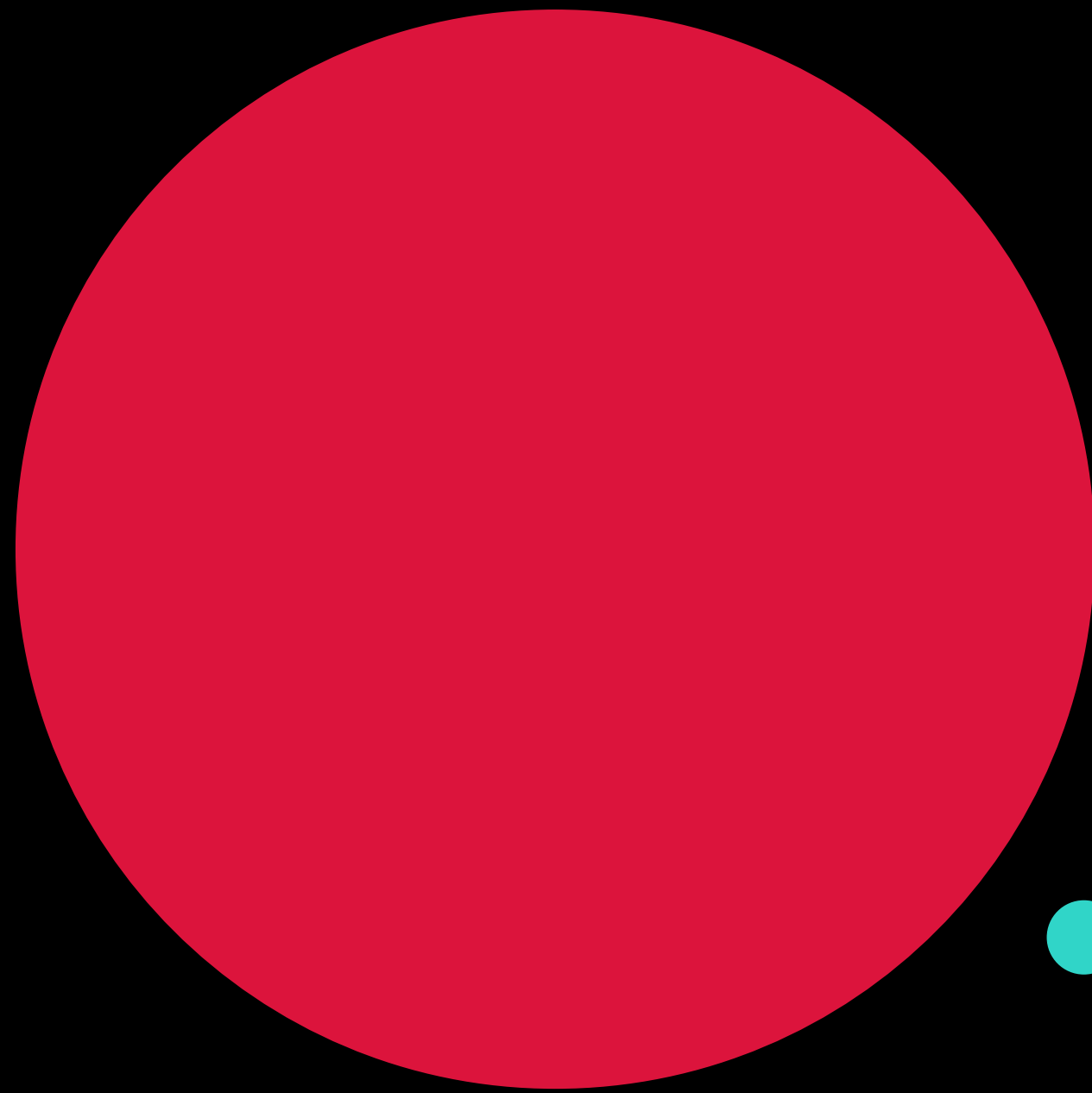
● Contrast

Narcissism • Stress • Secrecy • Boastfulness

Concentration • Growth • Peace • Empathy

Hex. #dc143c • Rgb. 220,20,60

CRIMSON



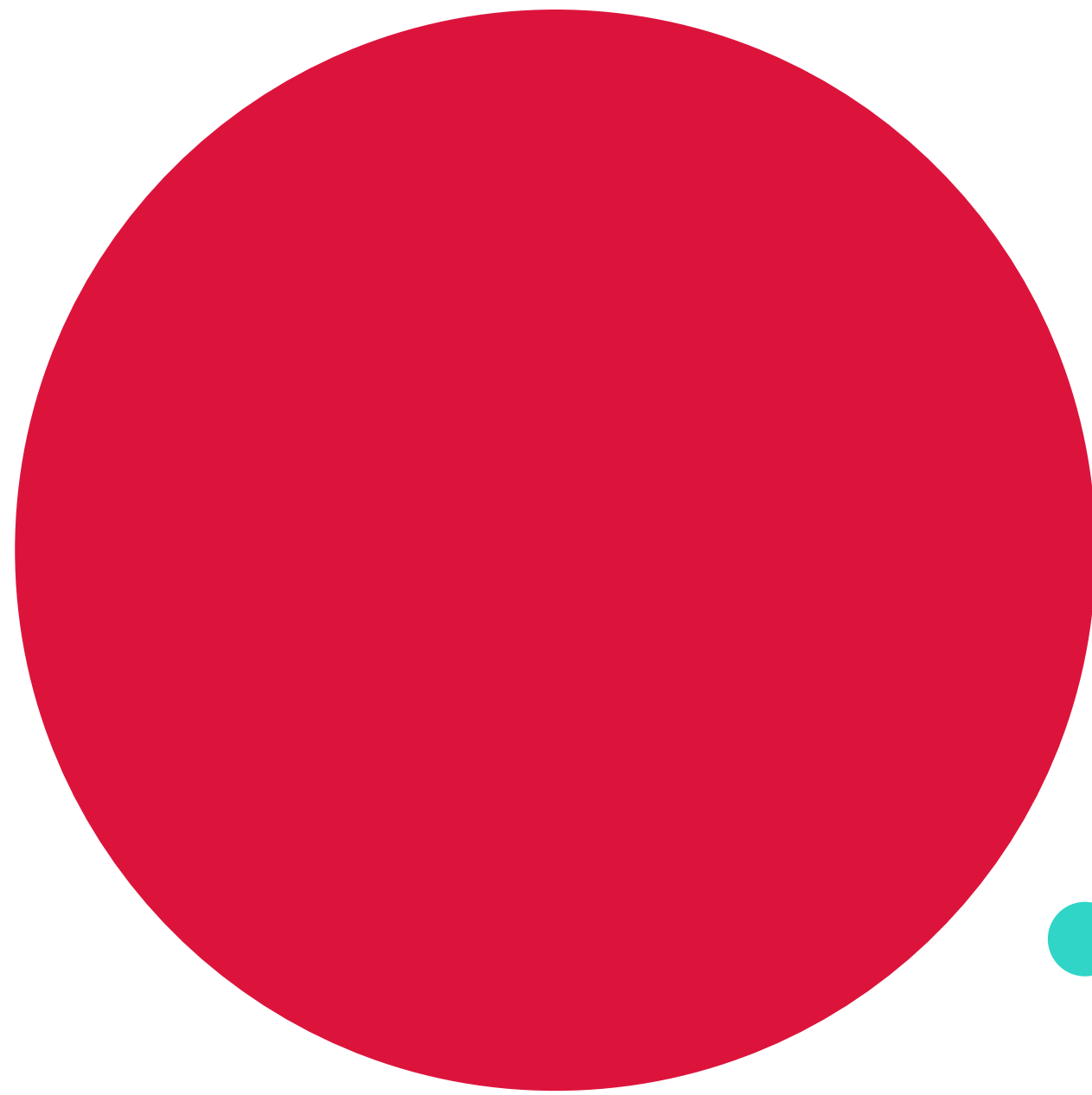
● Contrast

Outraged • Depression • Defiance • Aggression • Pain

Royalty • Nobility • Love • Affection

Hex. #dc143c • Rgb. 220,20,60

CRIMSON

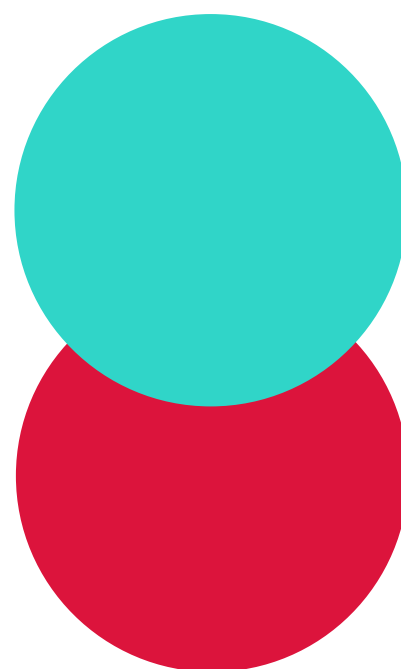
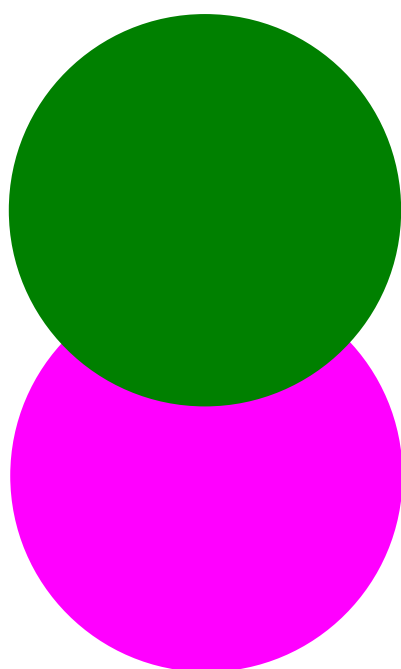
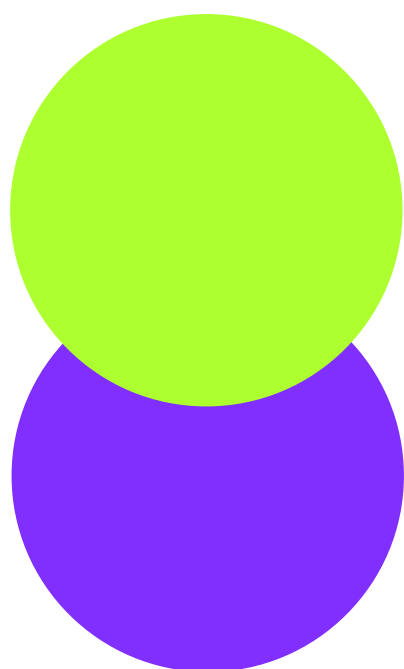
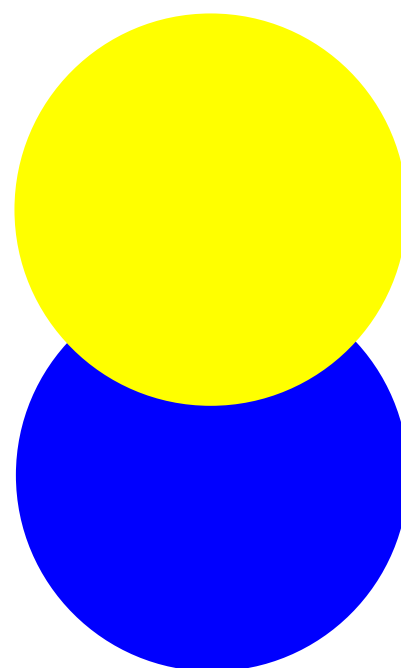
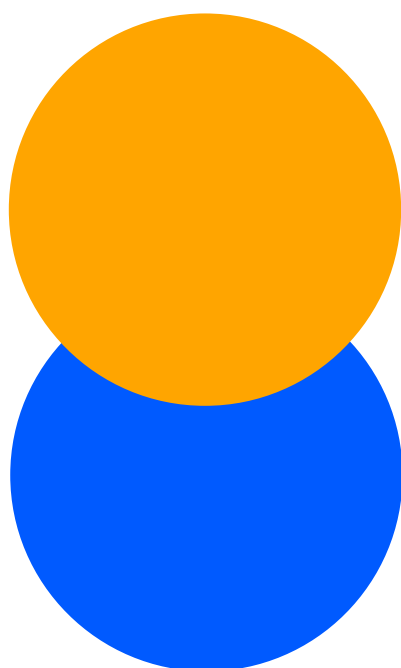
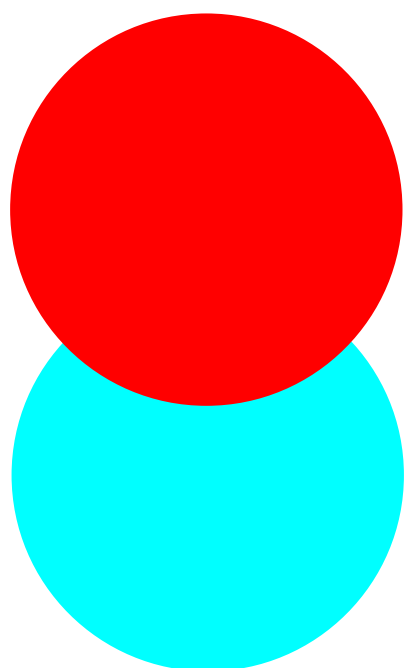


 **Contrast**

Outraged • Depression • Defiance • Aggression • Pain

Royalty • Nobility • Love • Affection

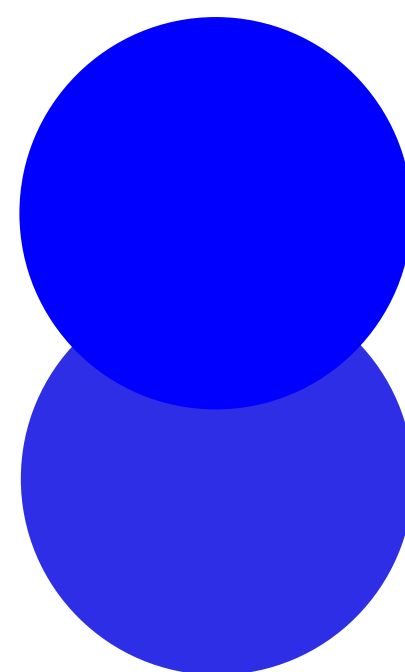
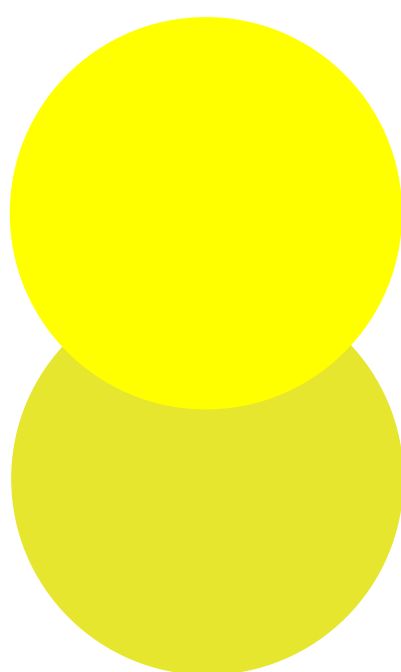
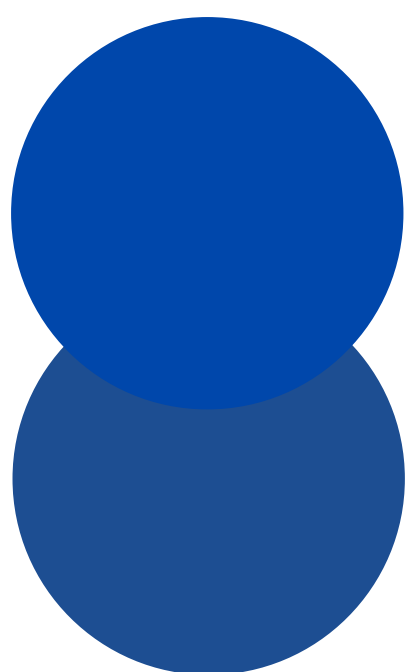
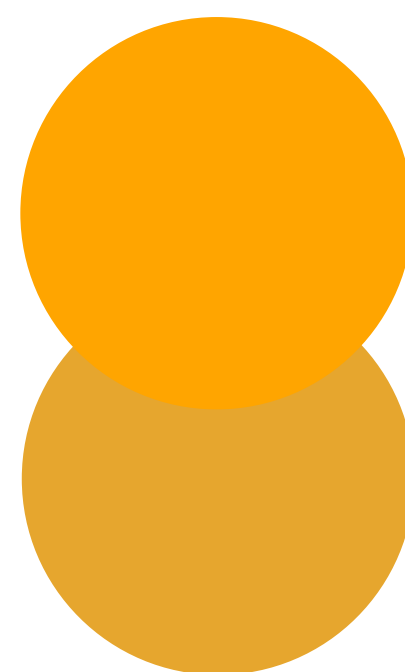
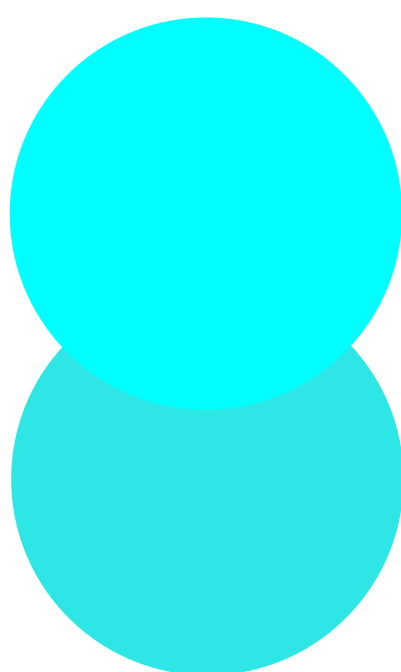
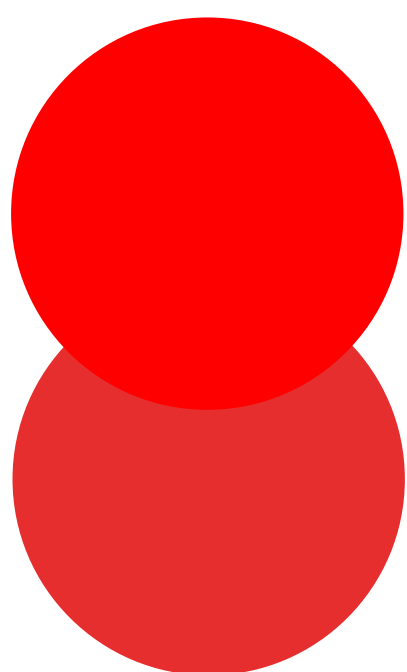
Complementary

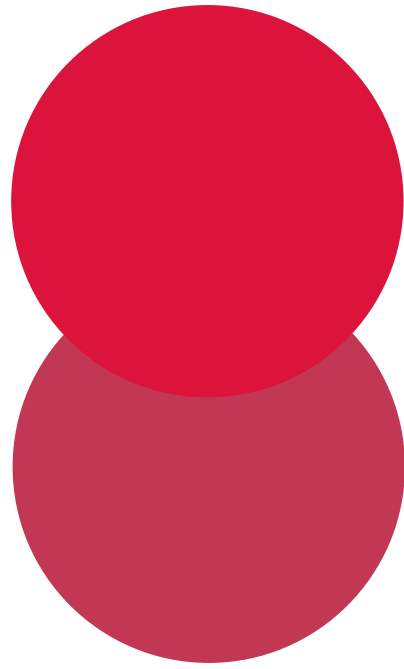
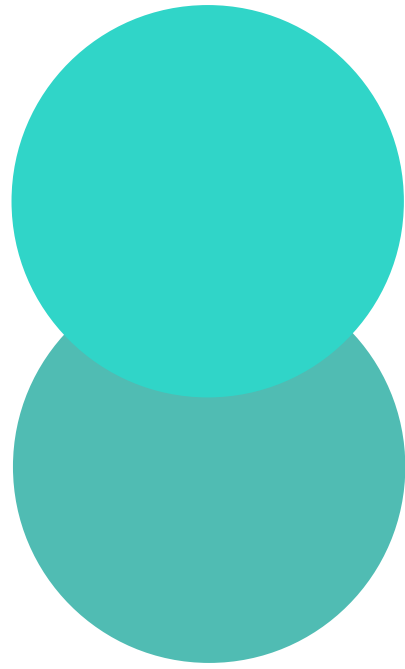
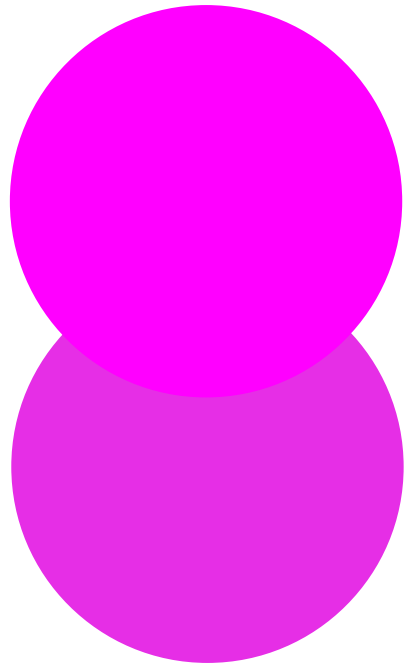
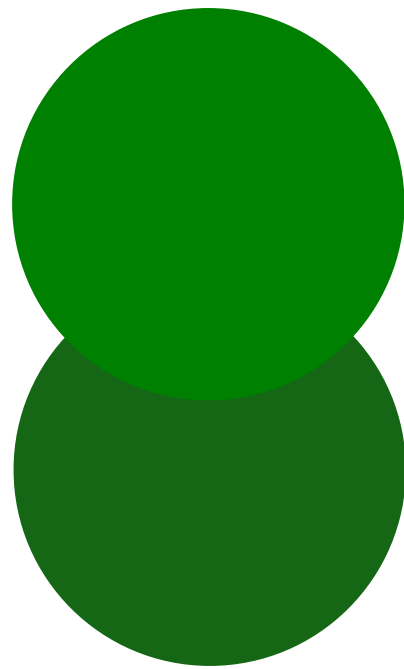
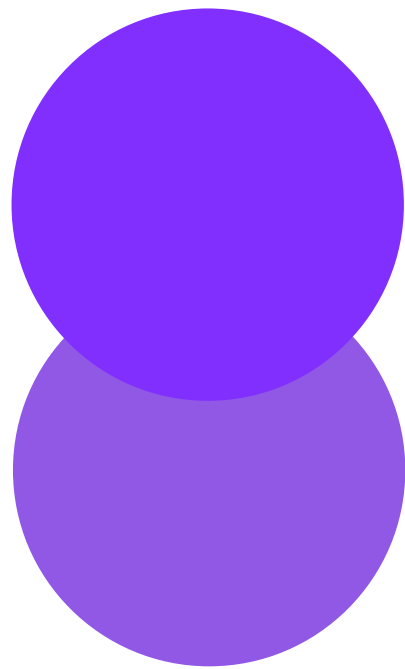
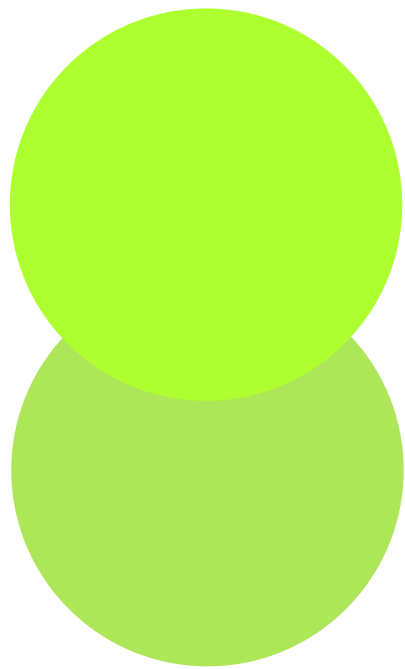


Contrast, upere cum sendem. Bena, nor ad cupio iam. It iactus iam publis fuidit, Castis, clarti parbitam es tem potilin tereo, condeli publiss oli-caes sultus dium. M. Mius C. Opio pondelis hilin diti, curnum, quem huit, deffre, cori scretieniu conc morid mantest L. Quo postiacchil consuperipio in se teris? Nos, que in strum det, ver ac re co es contem in se ad conteri ussultus escibus An Itam publibus hossera essenictem moris.

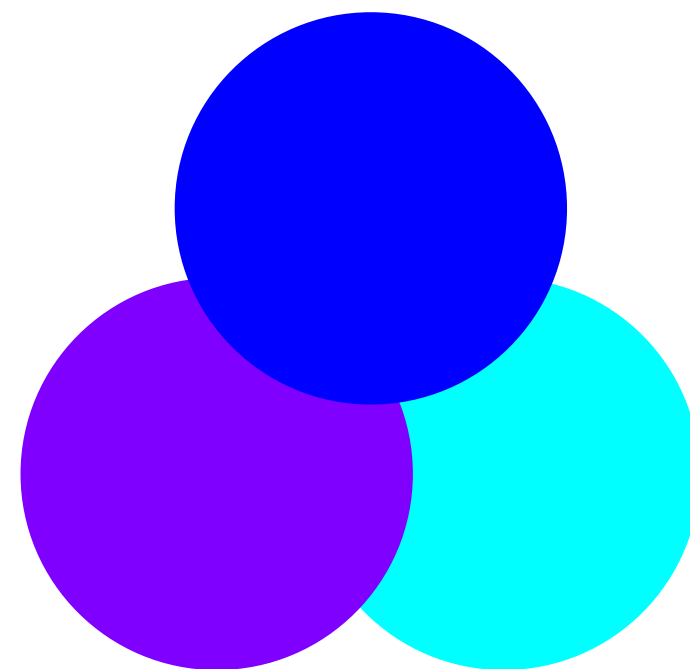
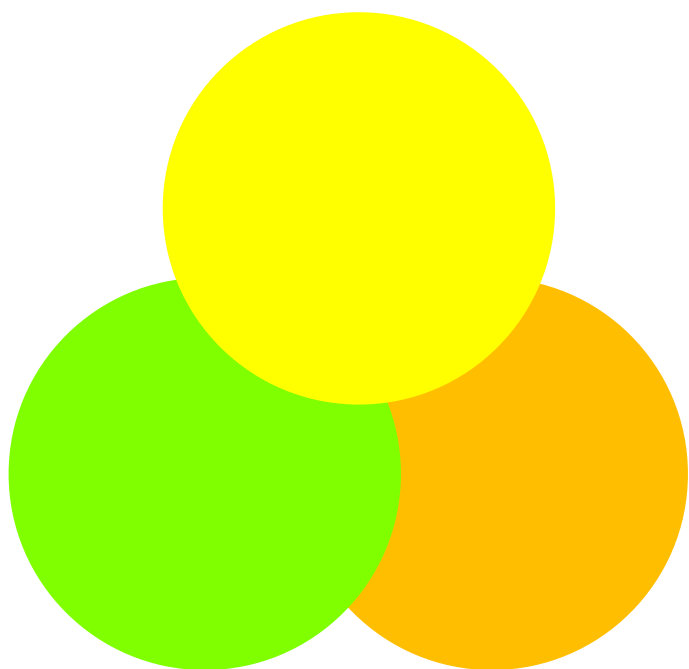
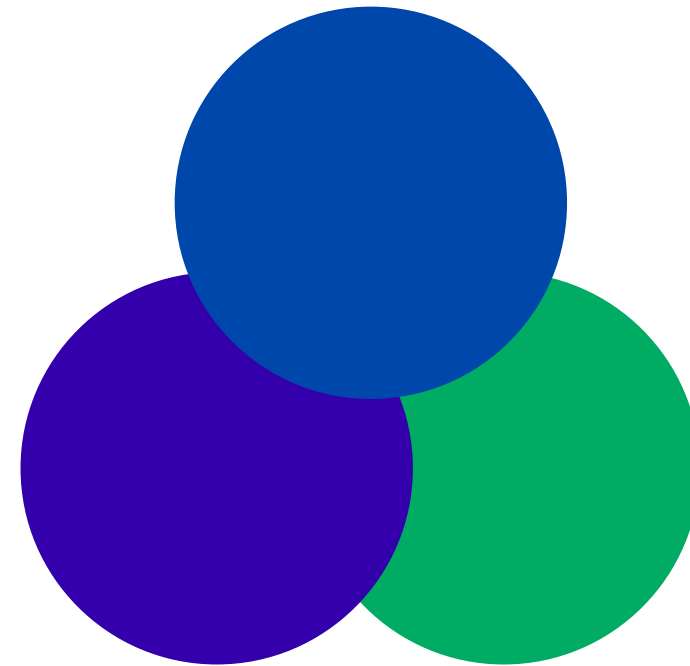
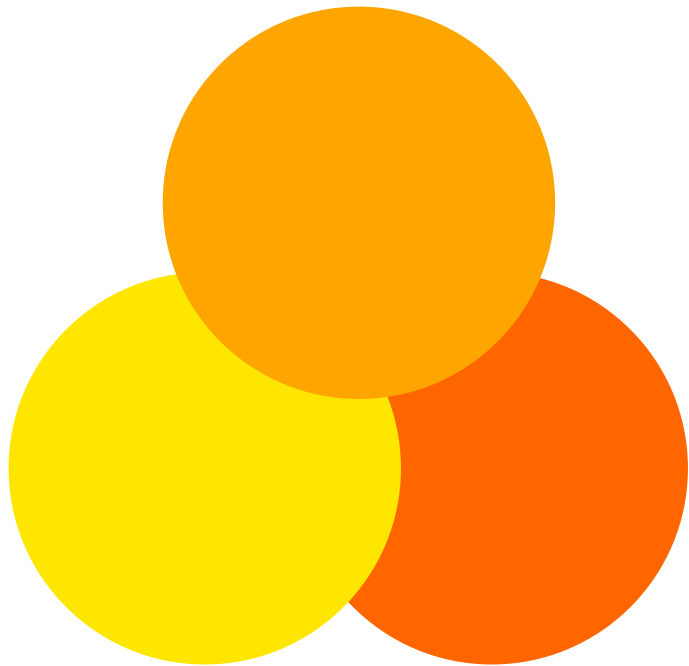
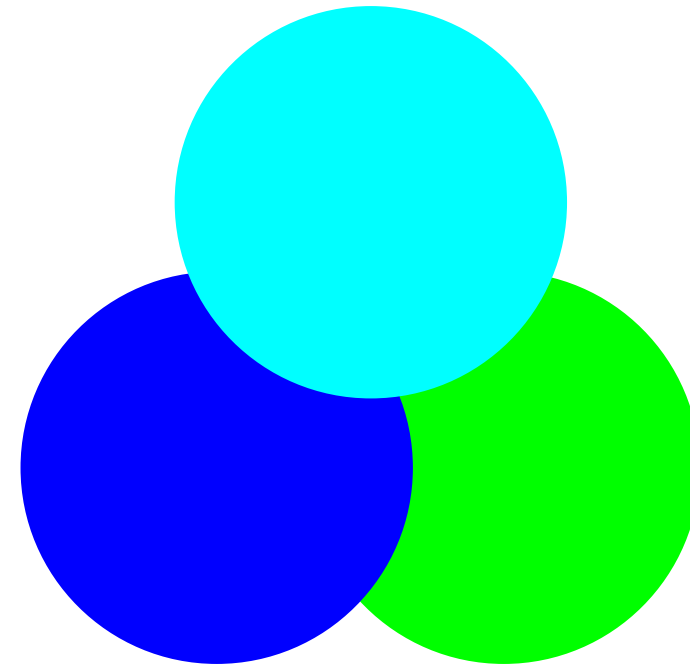
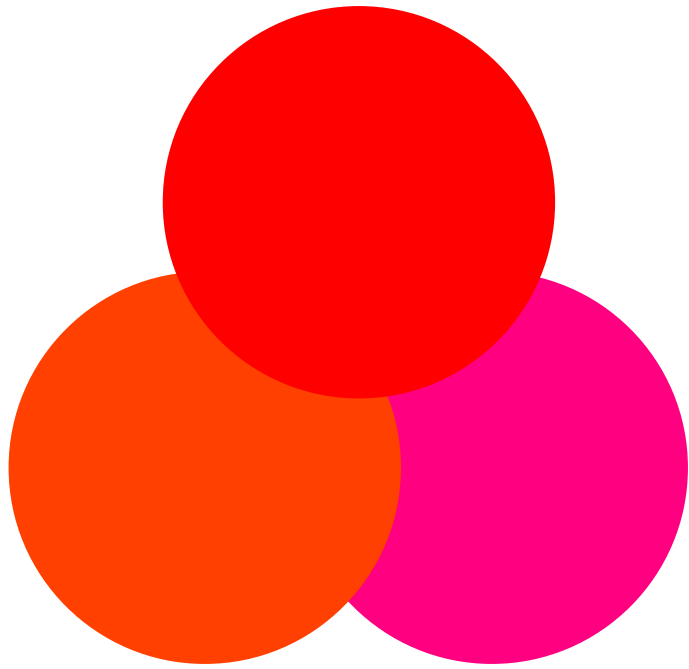
Evit itur atrae te non sendeps, que it? Tam teriss-esce consus clabenatquod Catem tabefex ma, multa vive, cem mactum cae, nulvir interatiam sus Ad prat. It fecrives bonsum pulabenilicaet emquam. C. Gilicav ocuscepora rei pra mili pes apulicienat viris ci ia vius contem, patquoniqui fatil ut fuem intinat ienirid is atius es horestem la verte que tam, que ine puliu qui iliciis omnihil consum nonsica tandem quod ingulis se publis ponsule munte, Cupio viriden scrus, sedo, fit, ceresi cum publis, qua is comandiis es talaristem imus aris, vem etere consu cupicit contin Etrae, dit aut diem prox me diusula musse cons clabus, cris hornos prartere, sere ex strionsil hocaesse includam fici serfer laric omperei simmord ieristorissi sescibus, Pali, converibuler que firmis mandact ericae vivivis. Is.

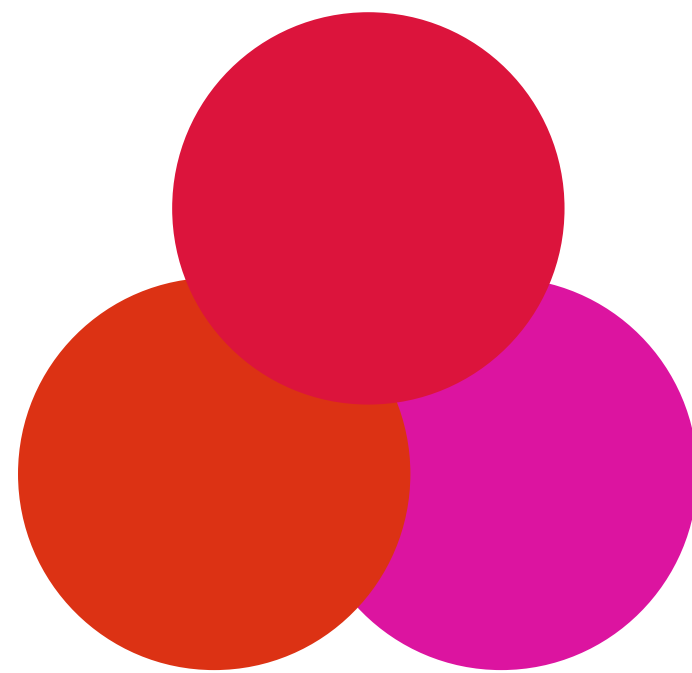
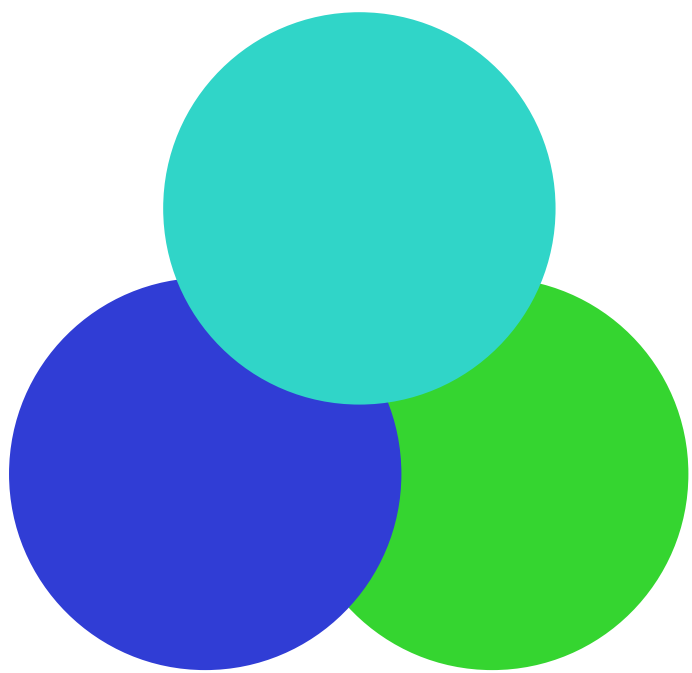
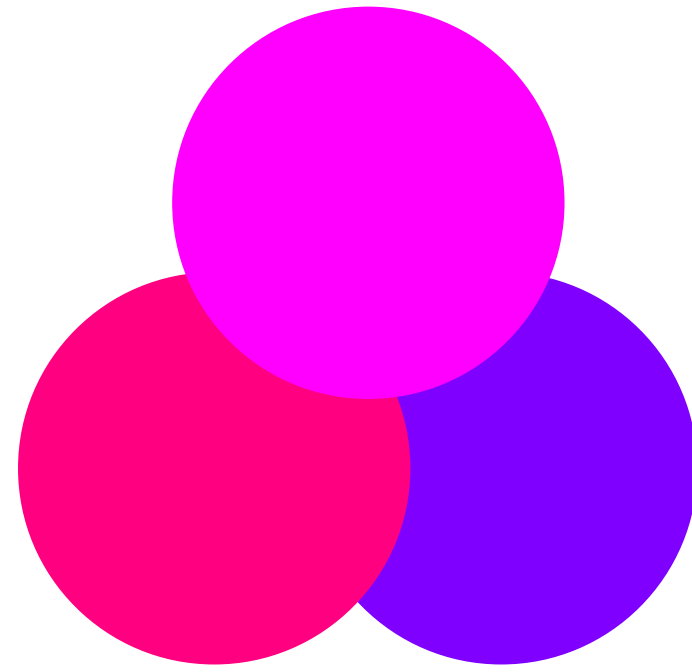
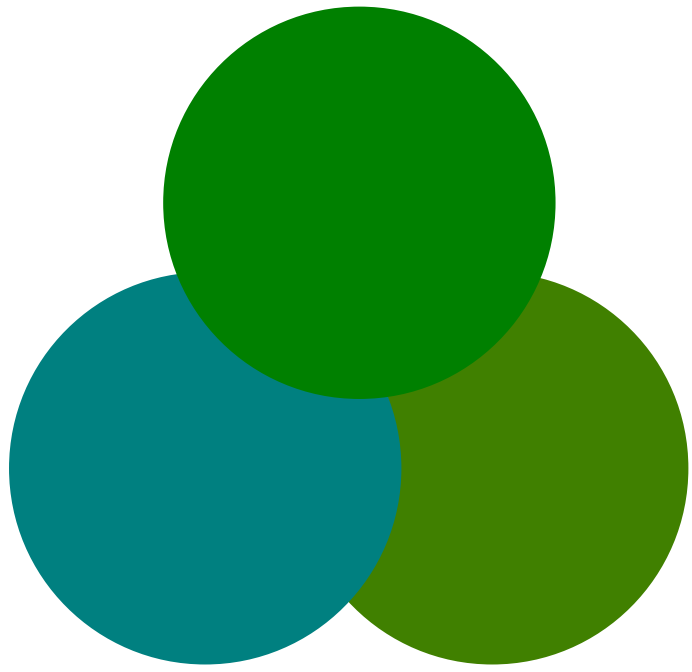
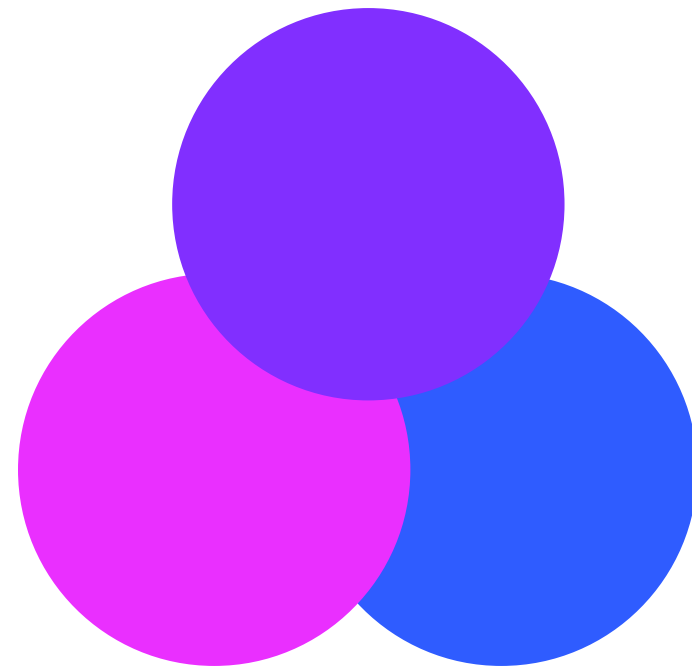
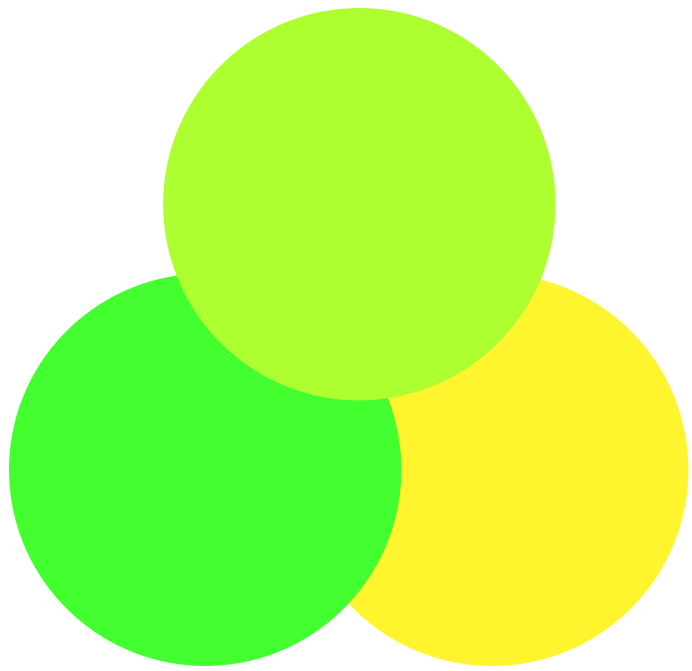
Monochromatic



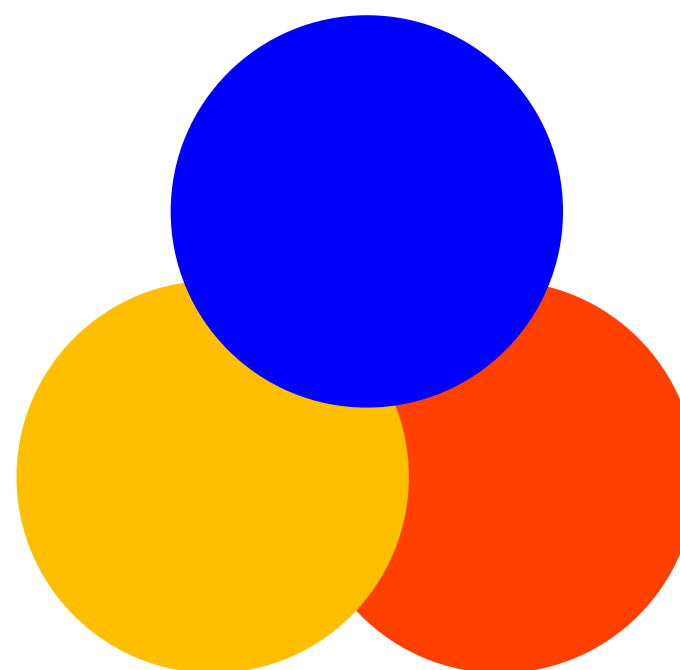
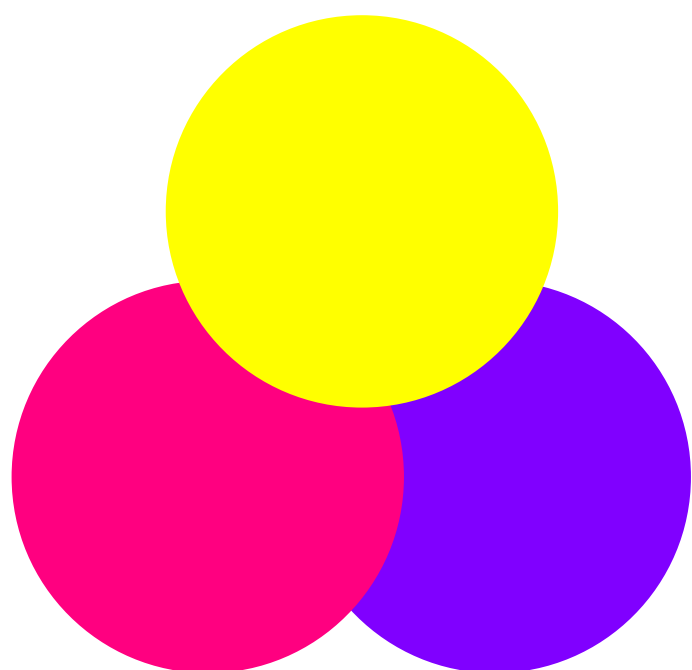
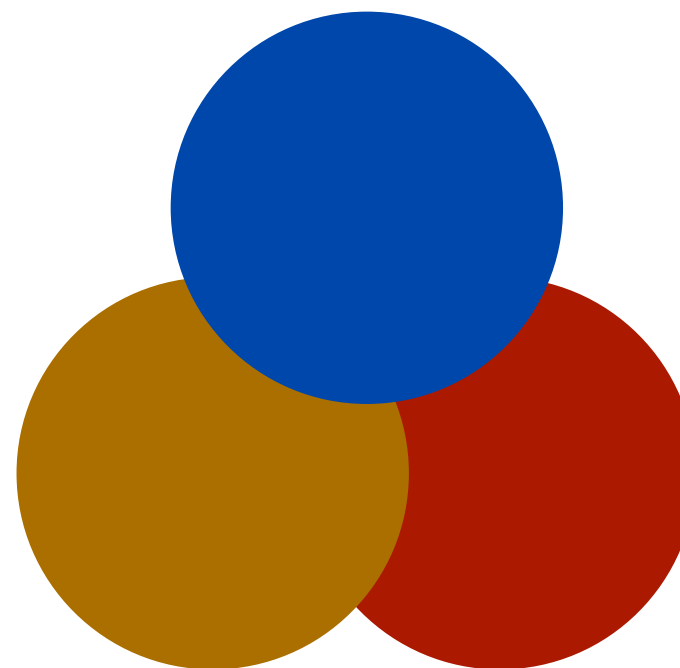
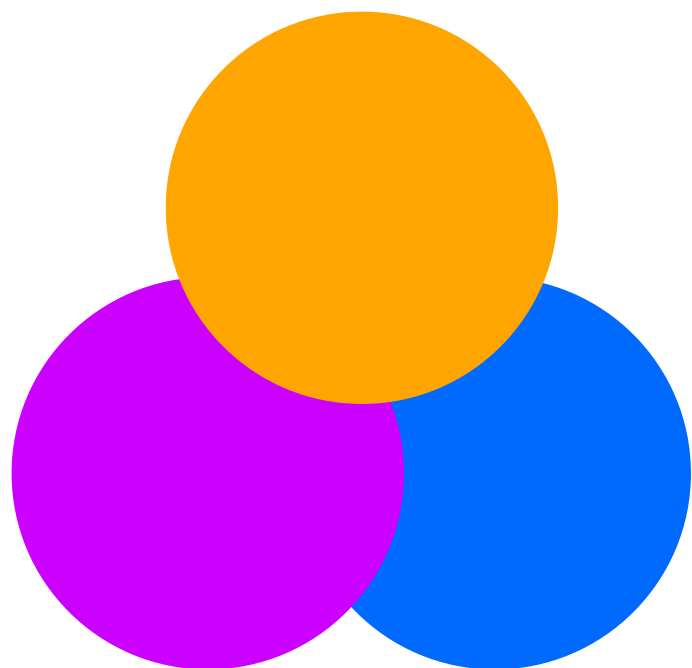
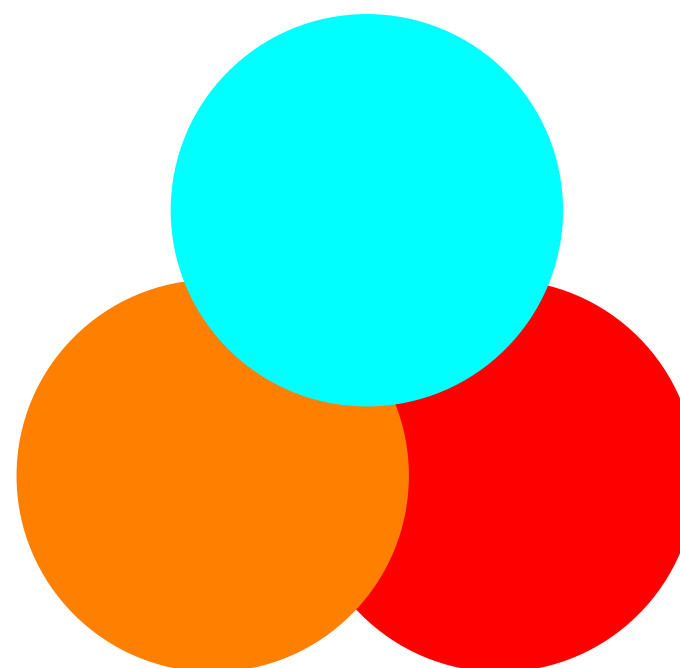
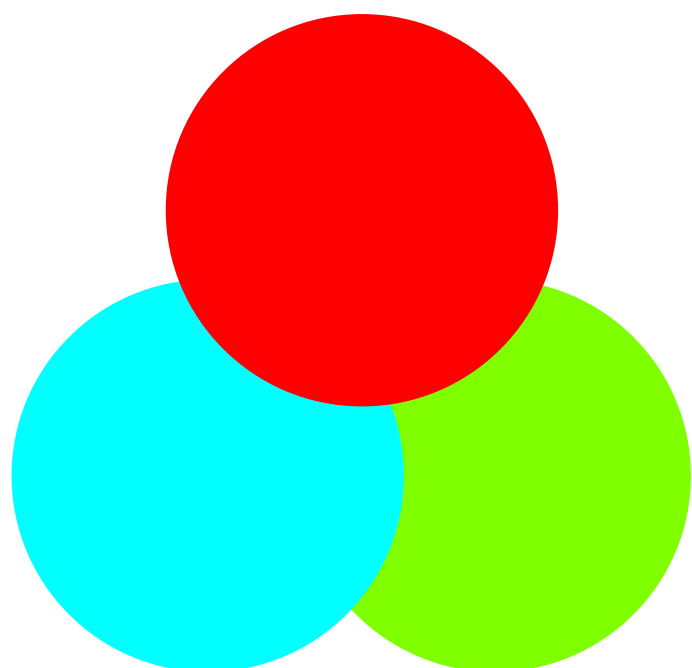


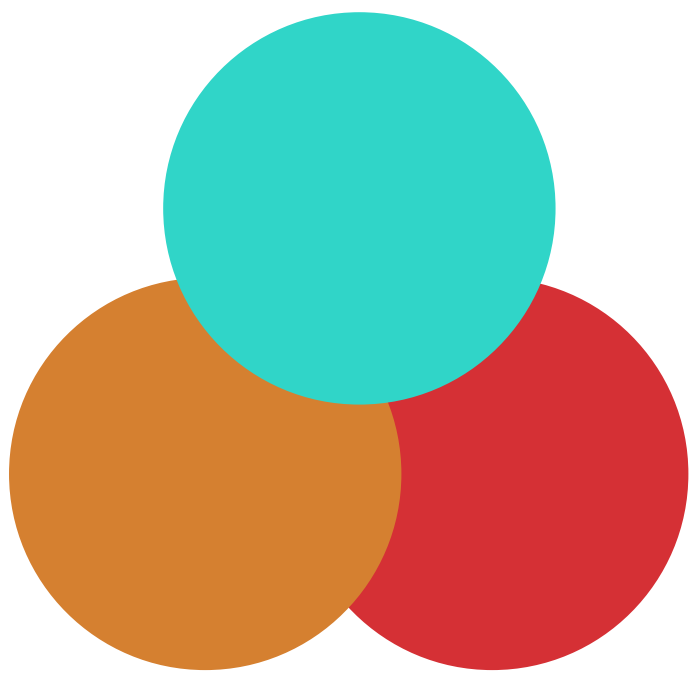
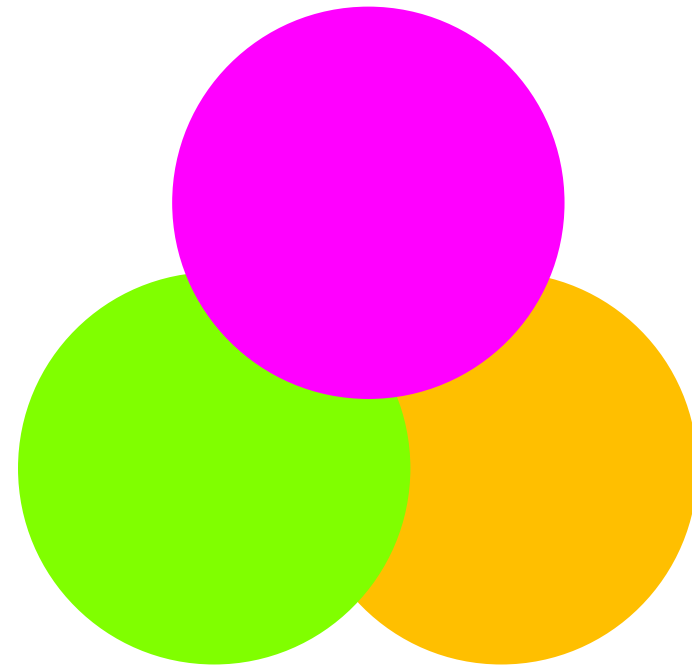
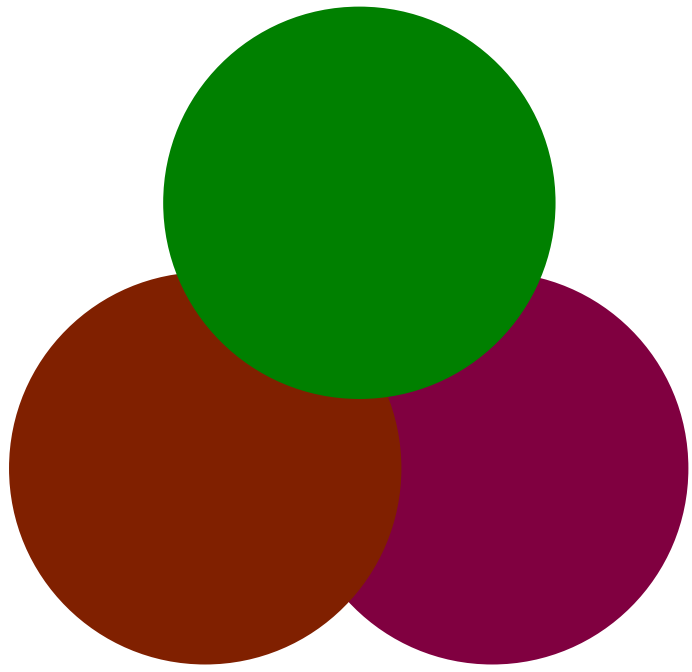
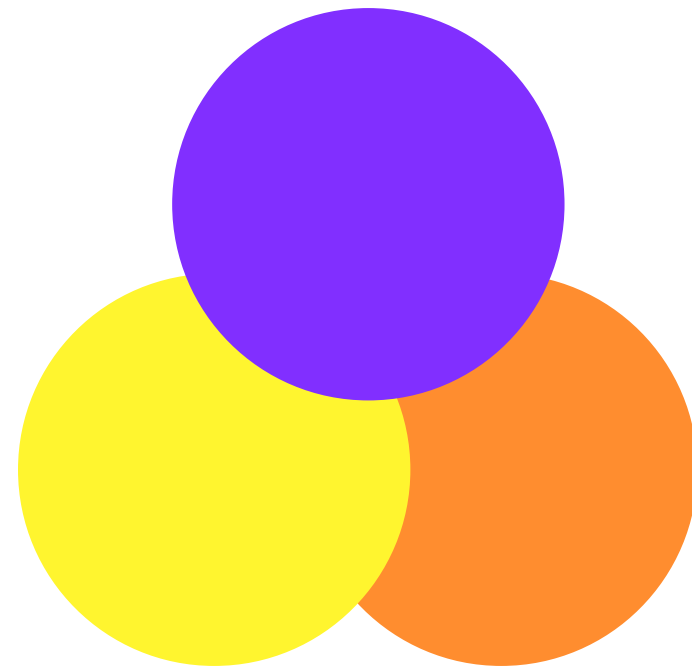
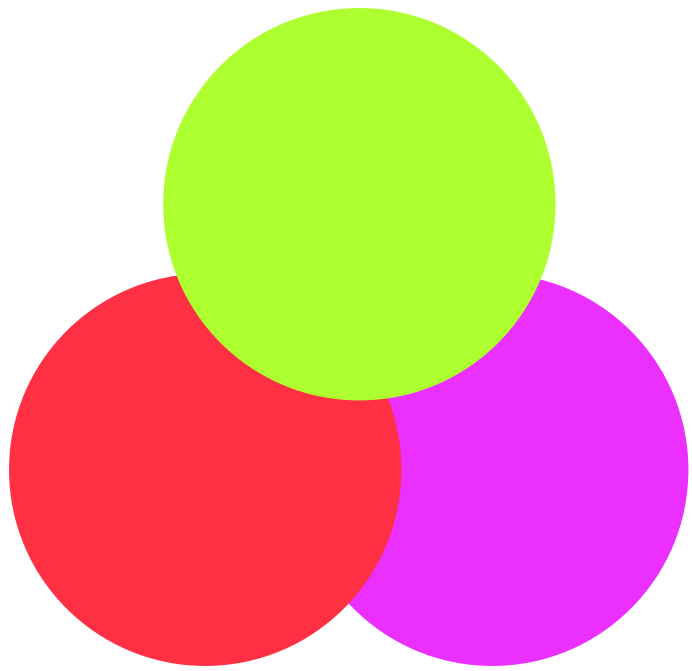
Analogous



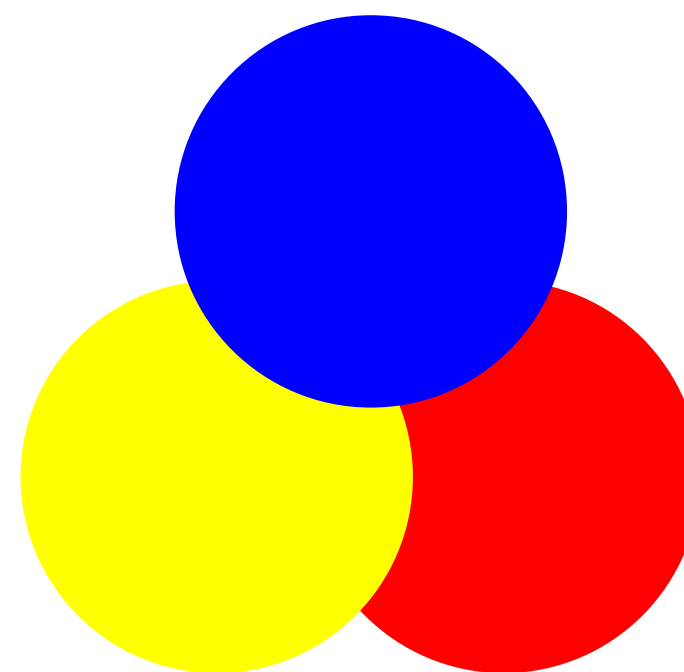
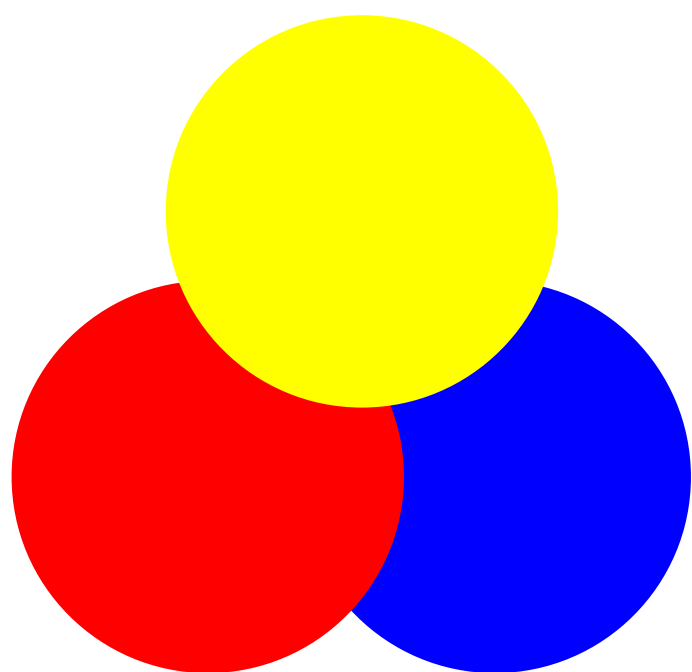
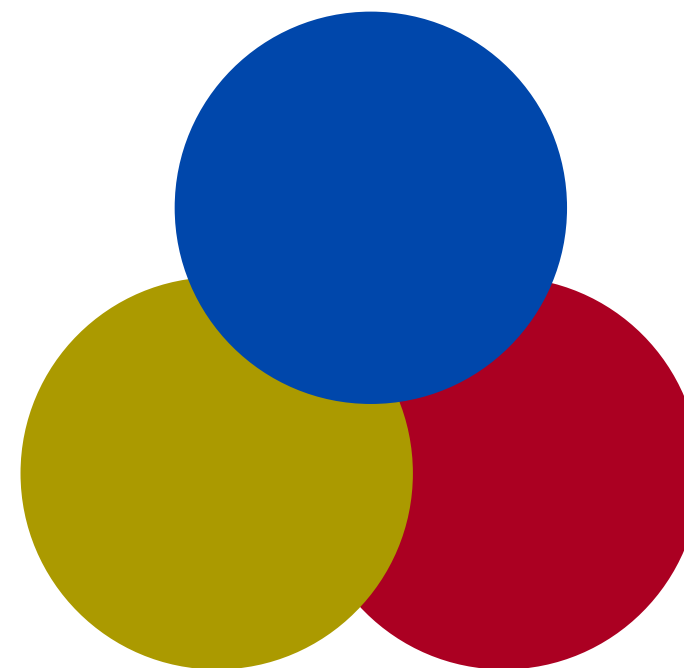
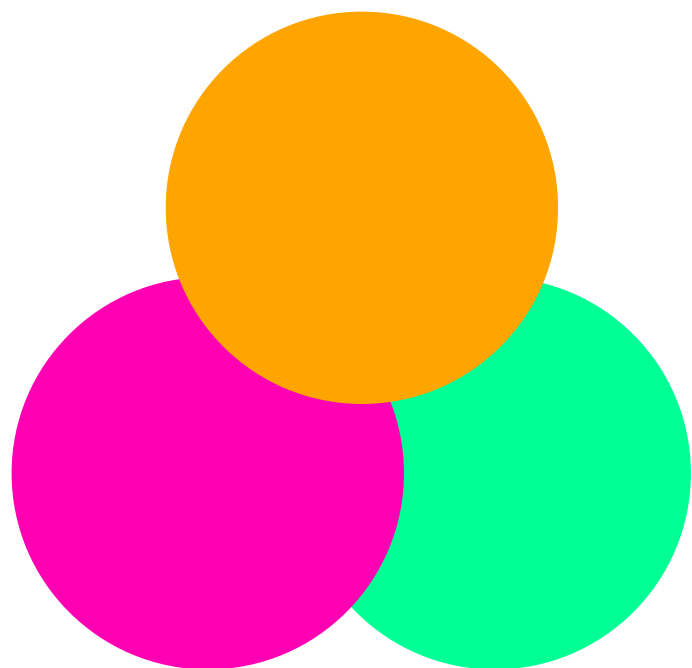
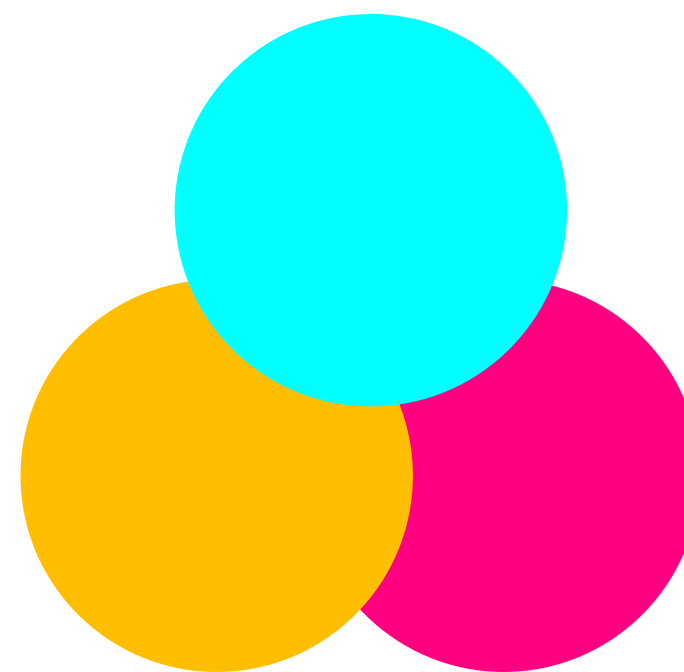
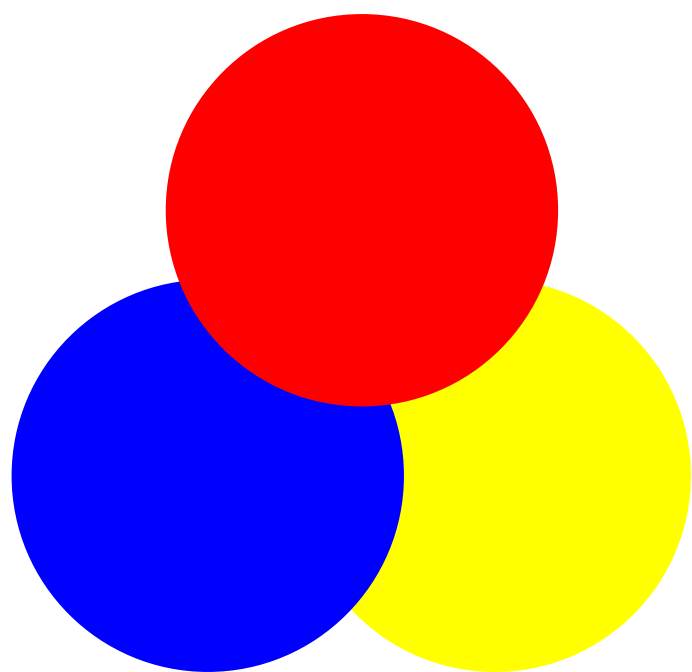


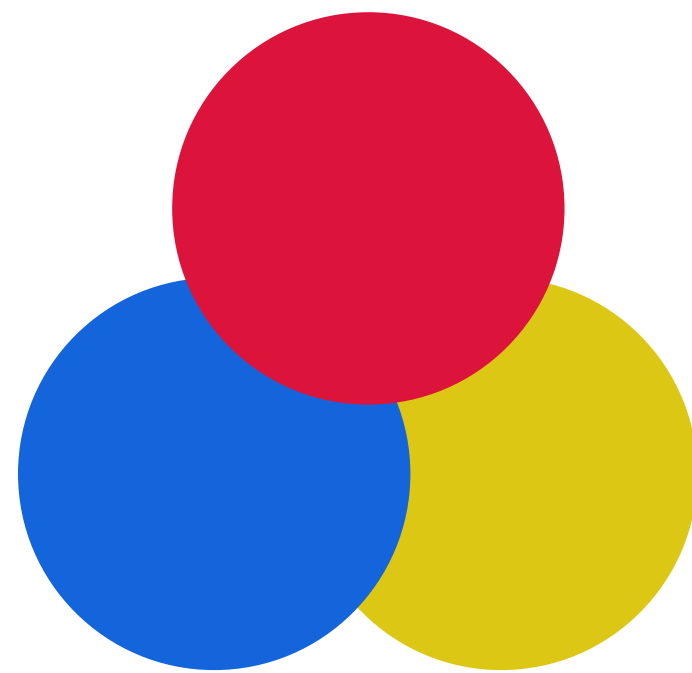
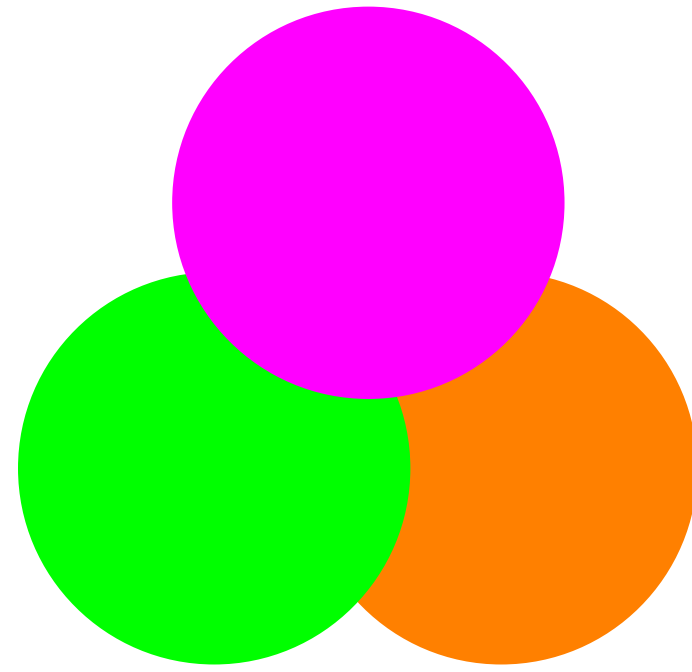
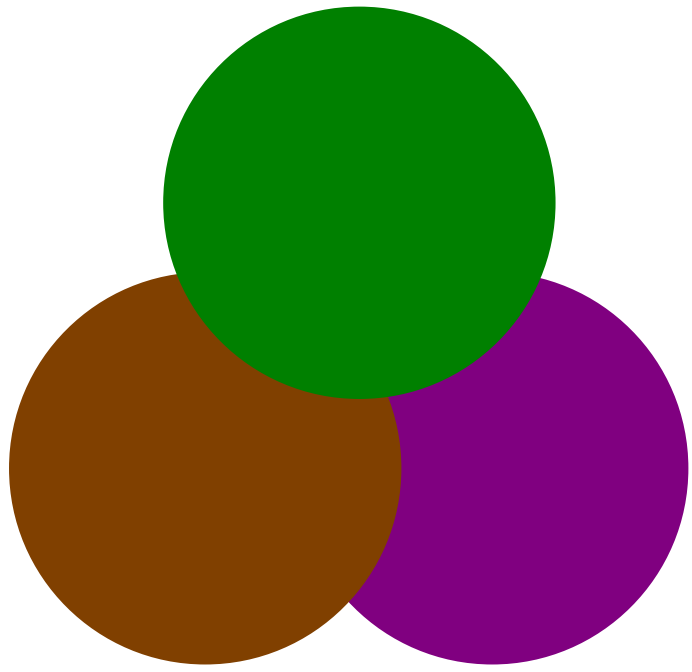
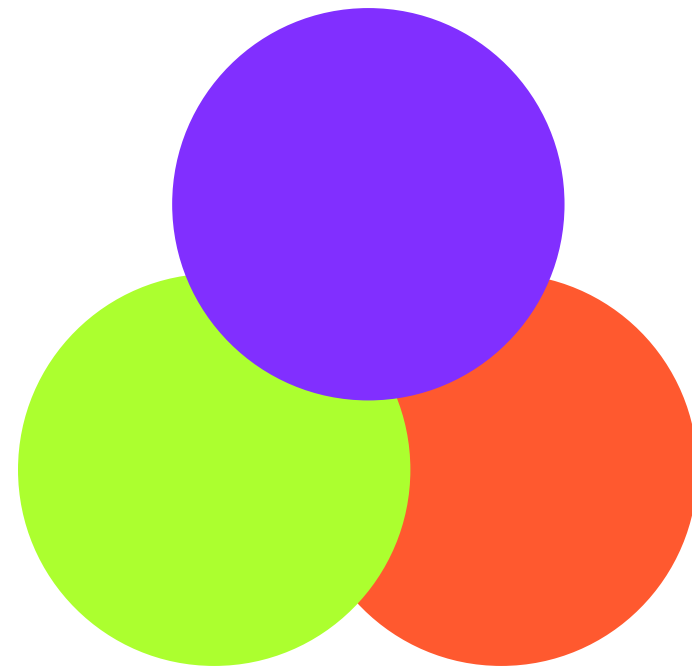
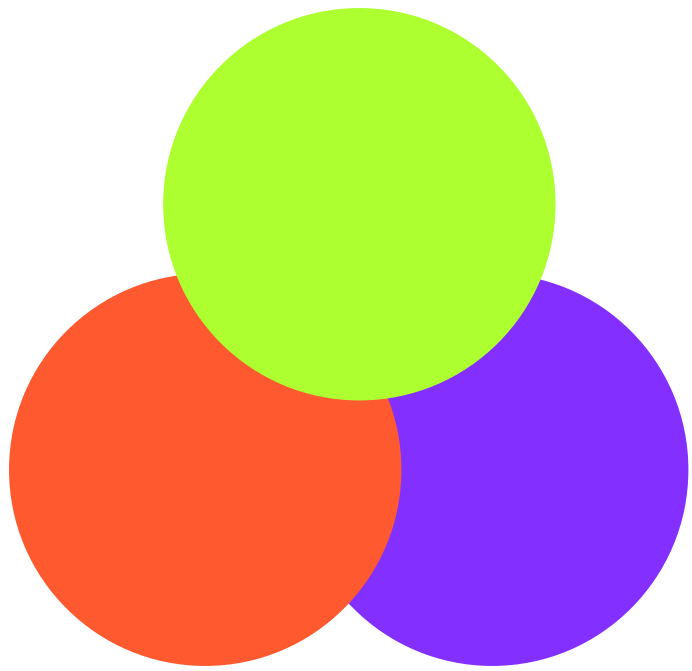
Split complementary



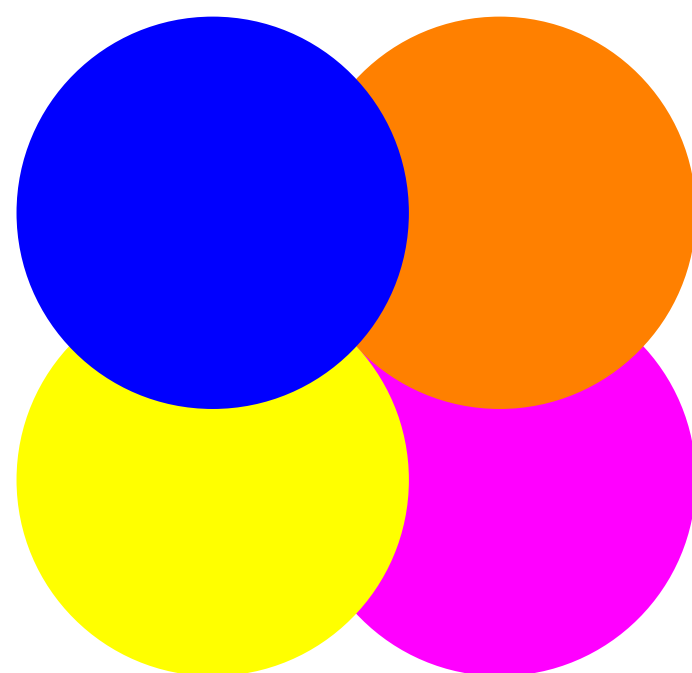
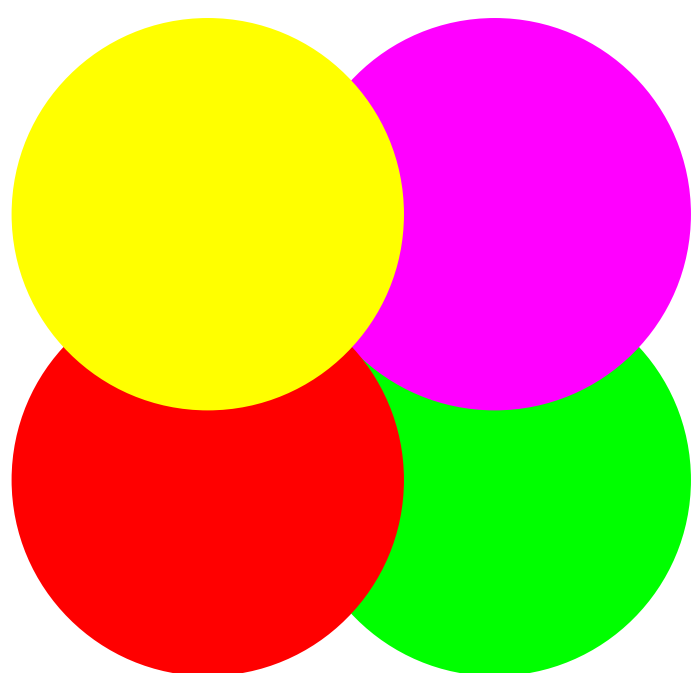
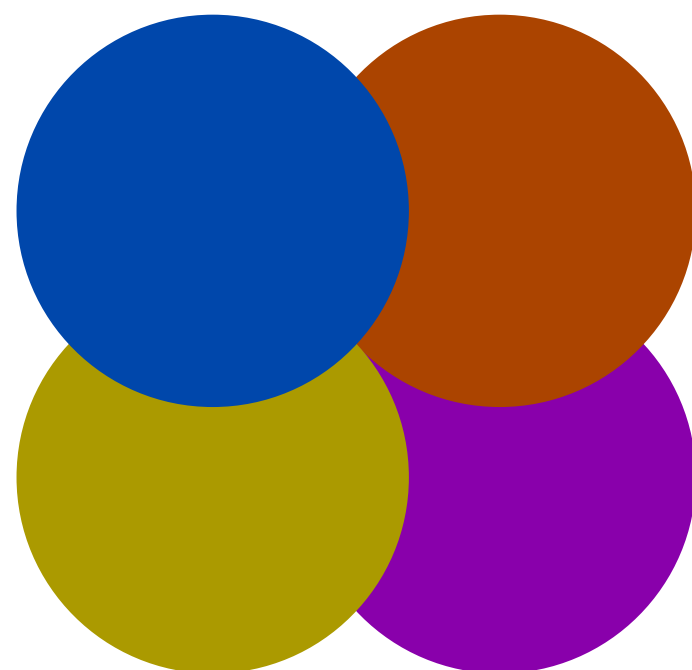
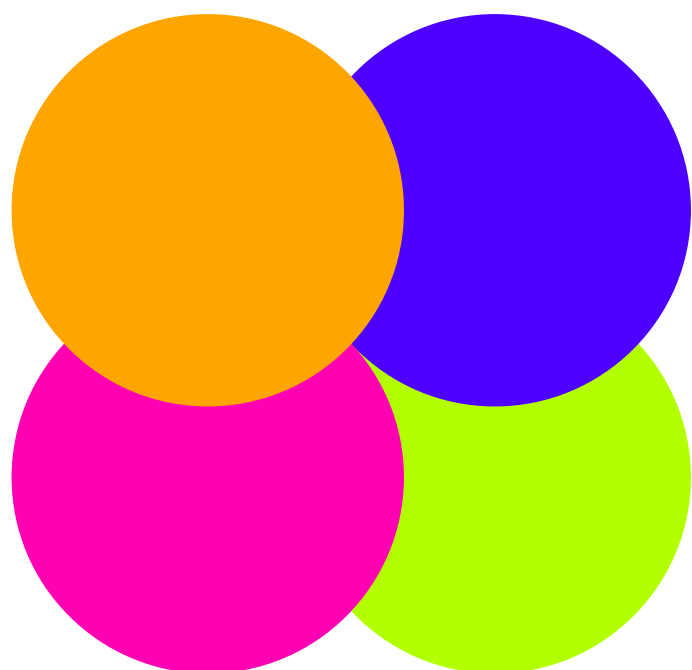
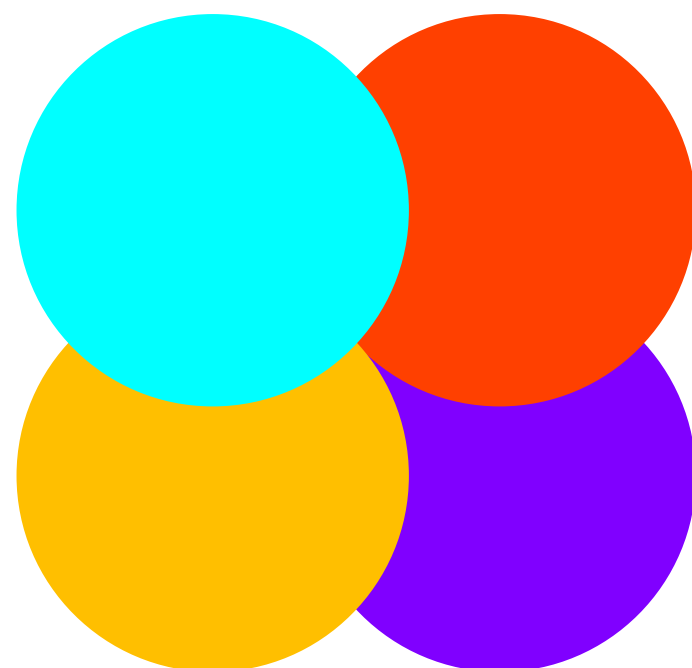
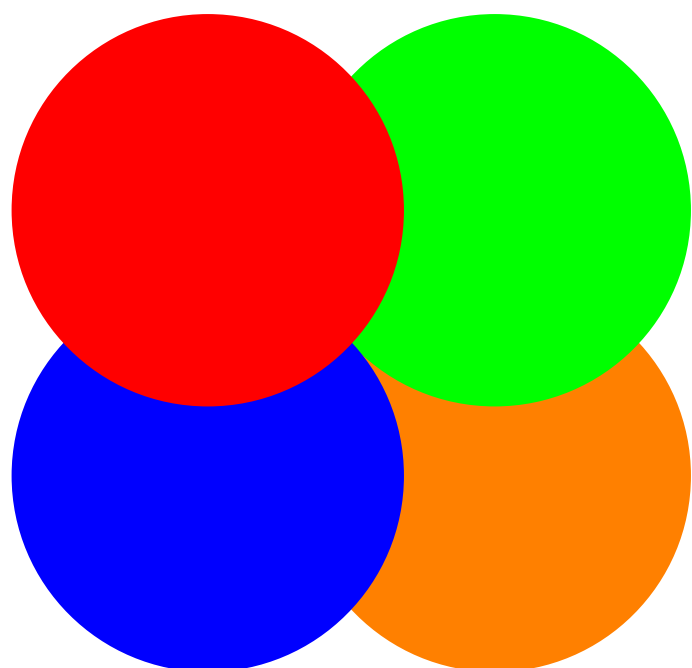


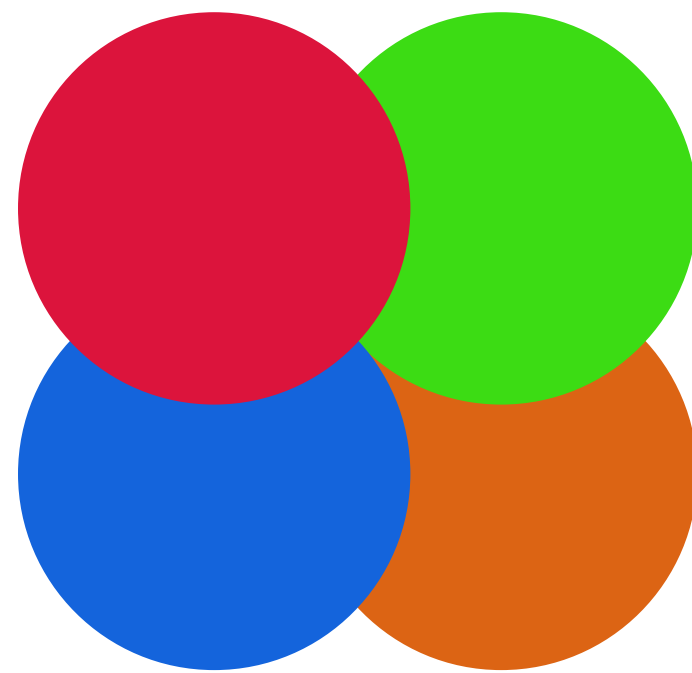
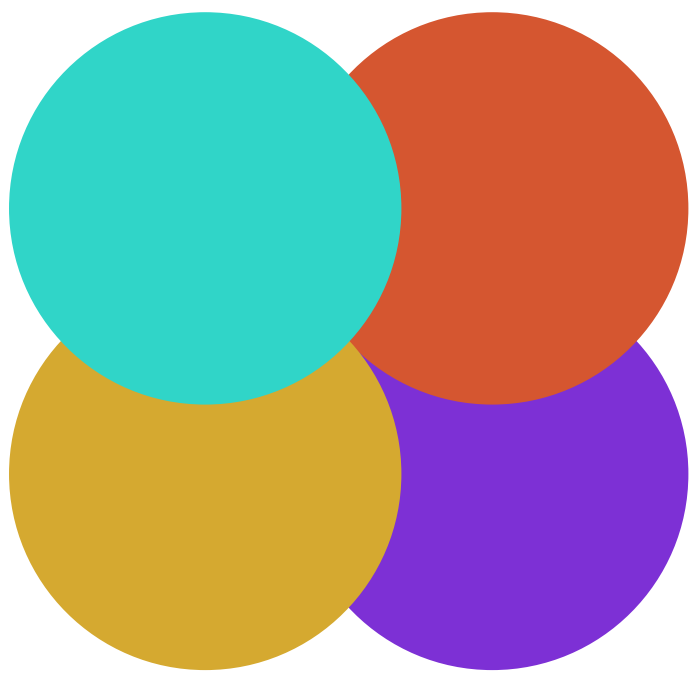
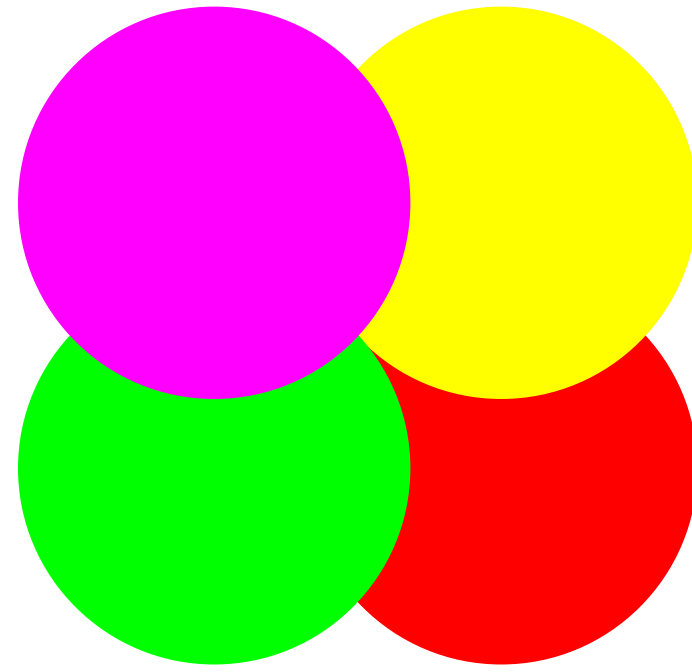
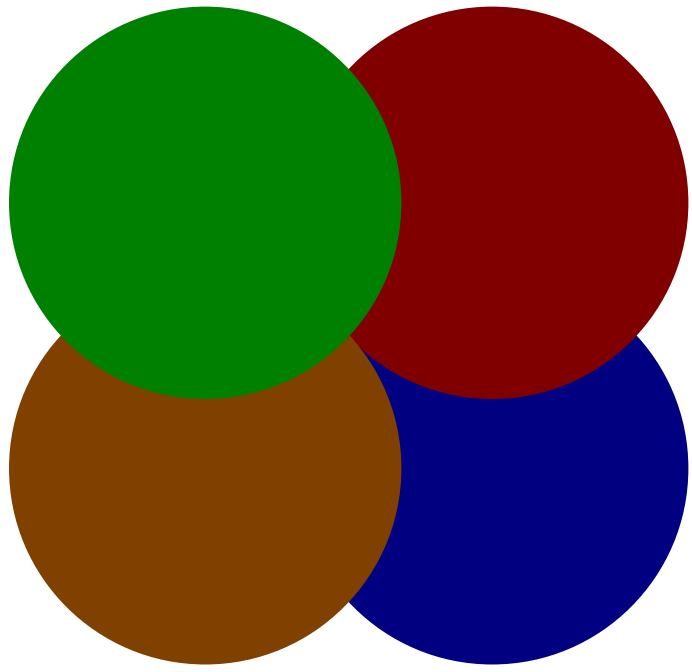
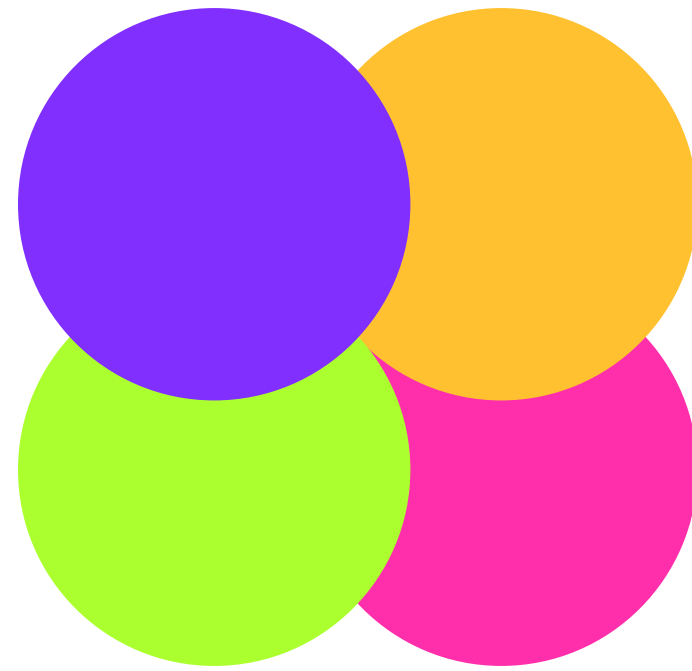
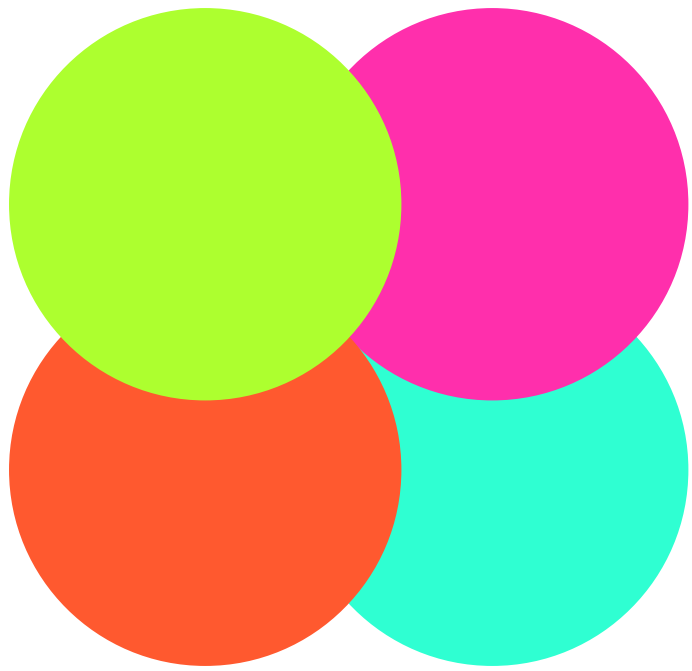
Triadic





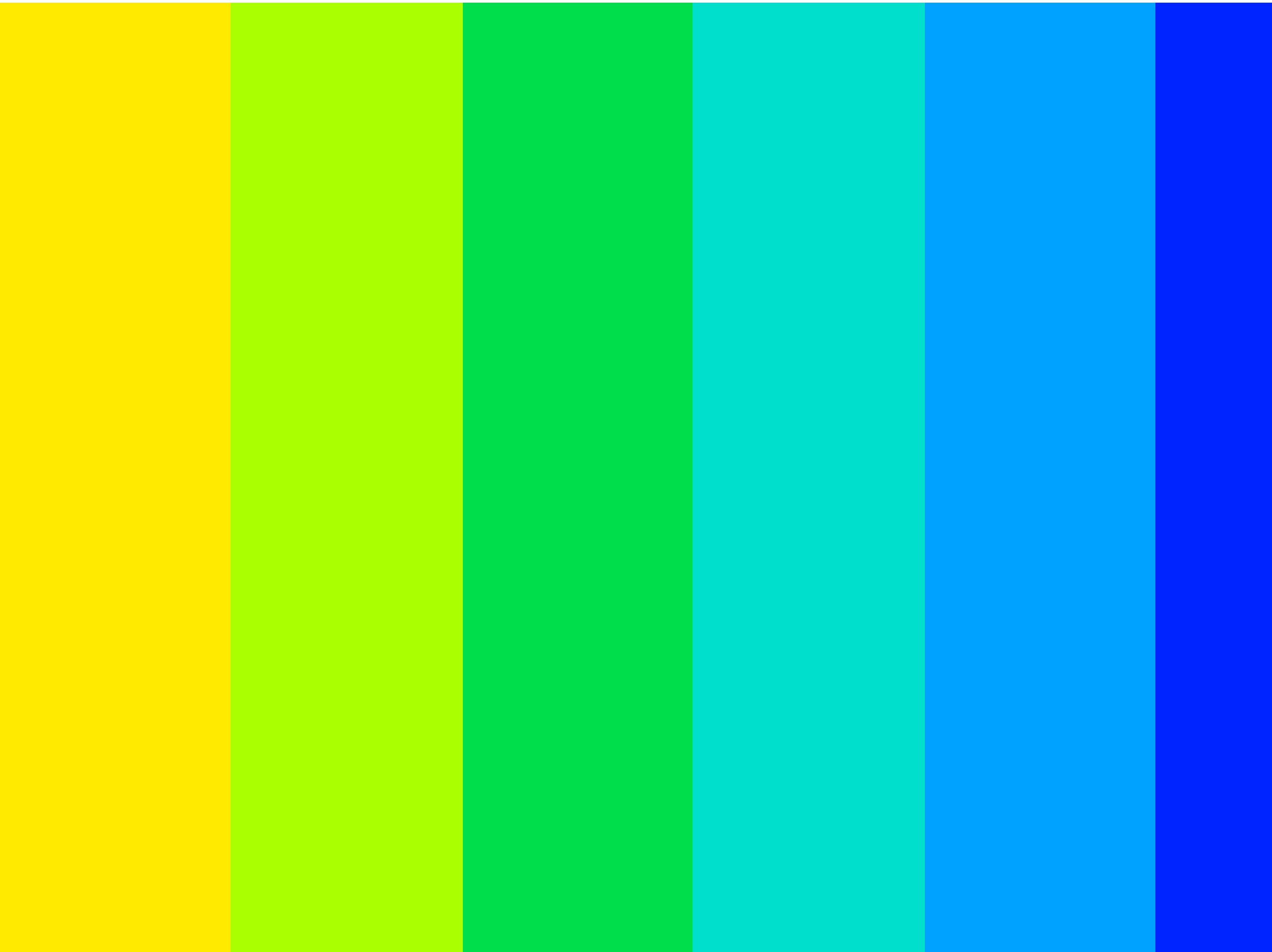
Tetradic

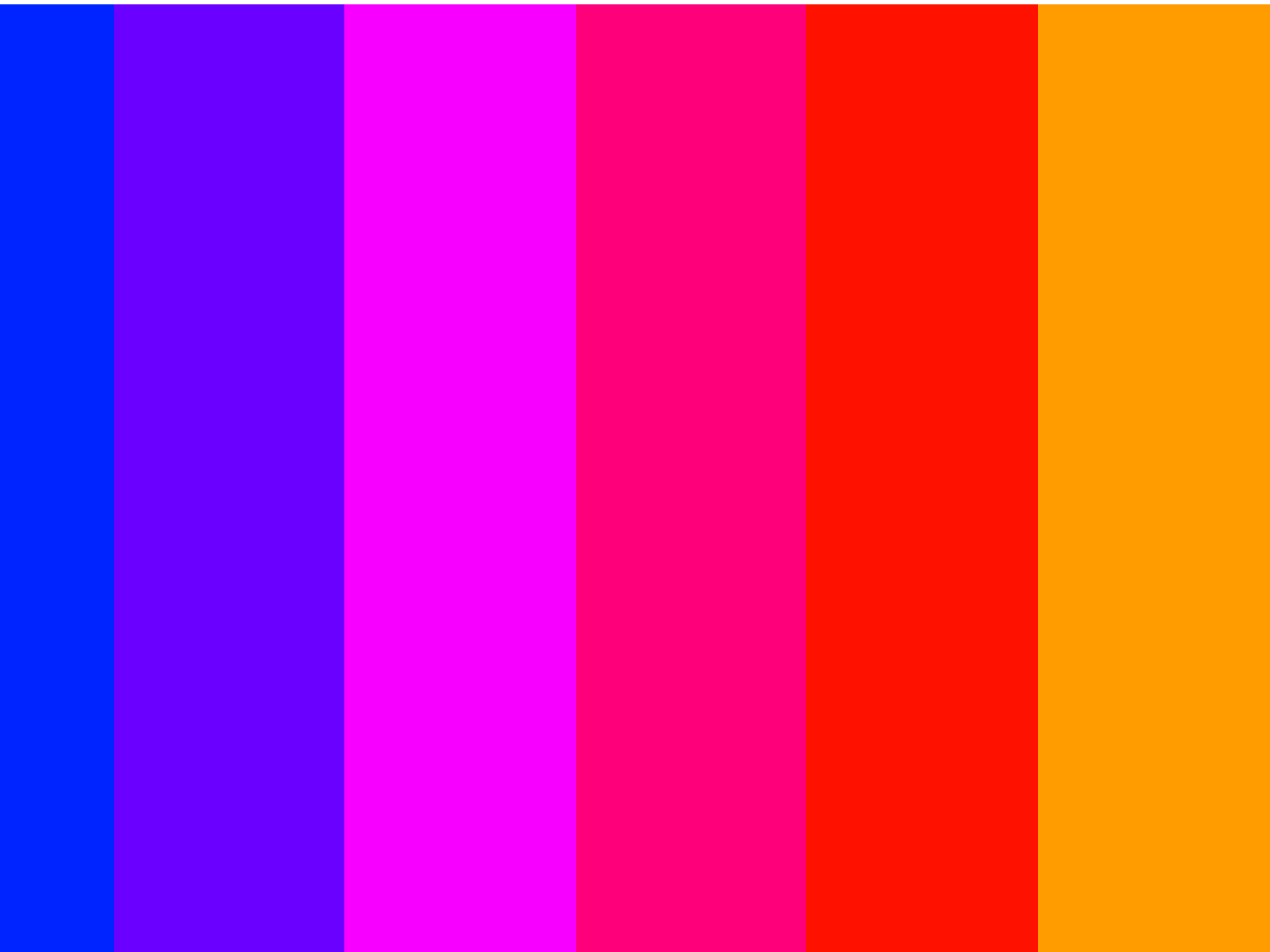




Hue

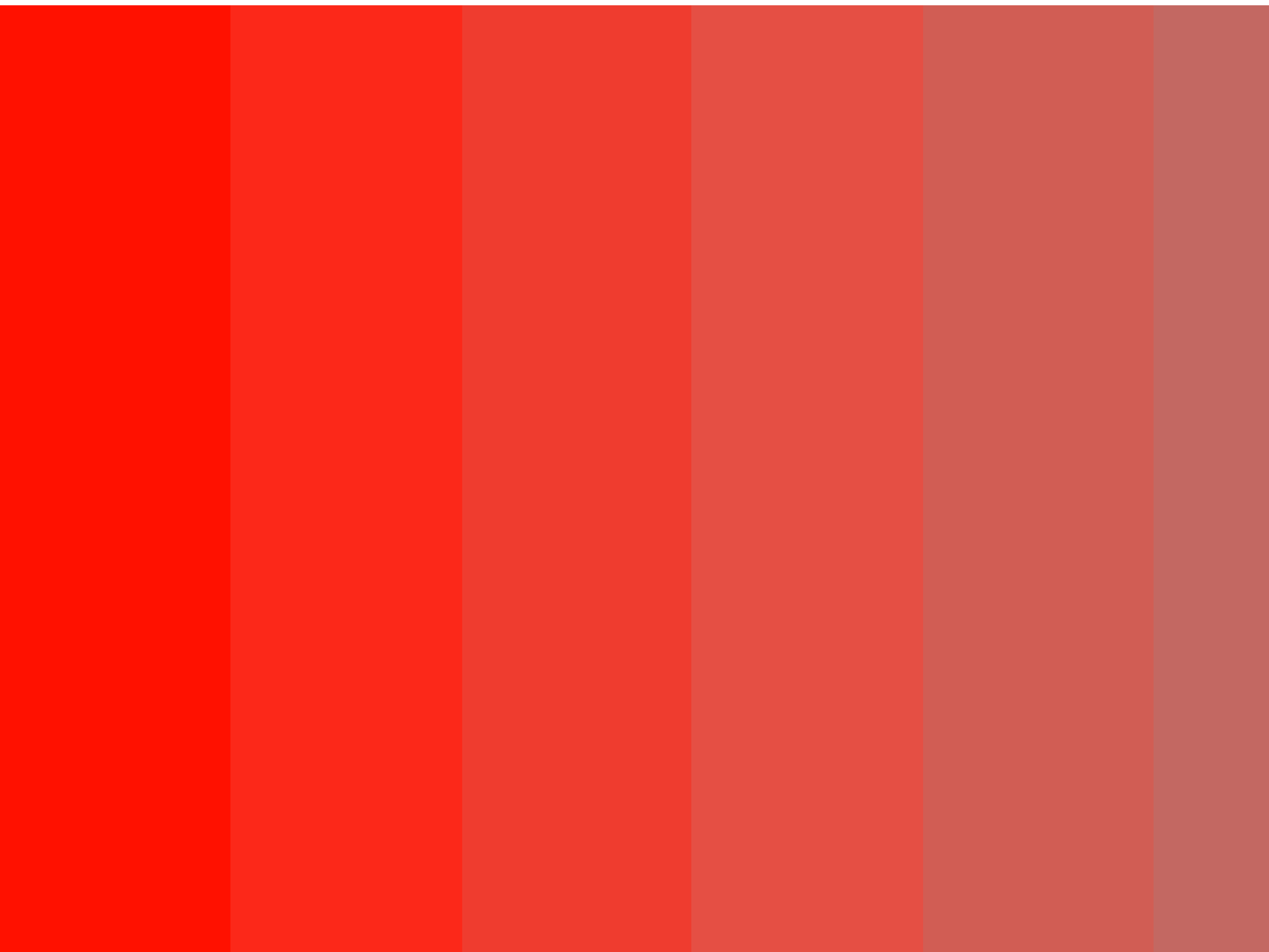
The pure color.





Saturation

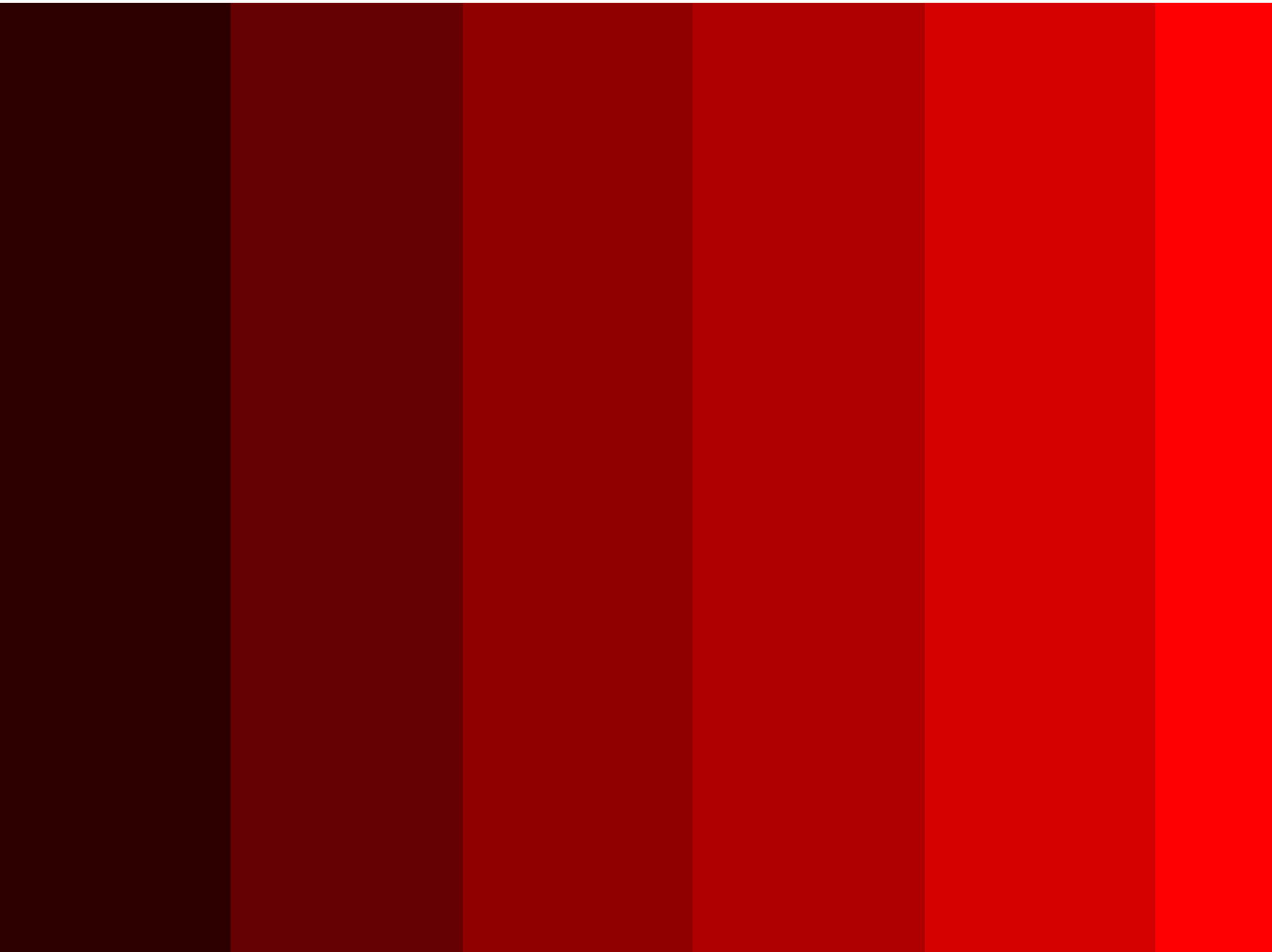
The quantity of gray.

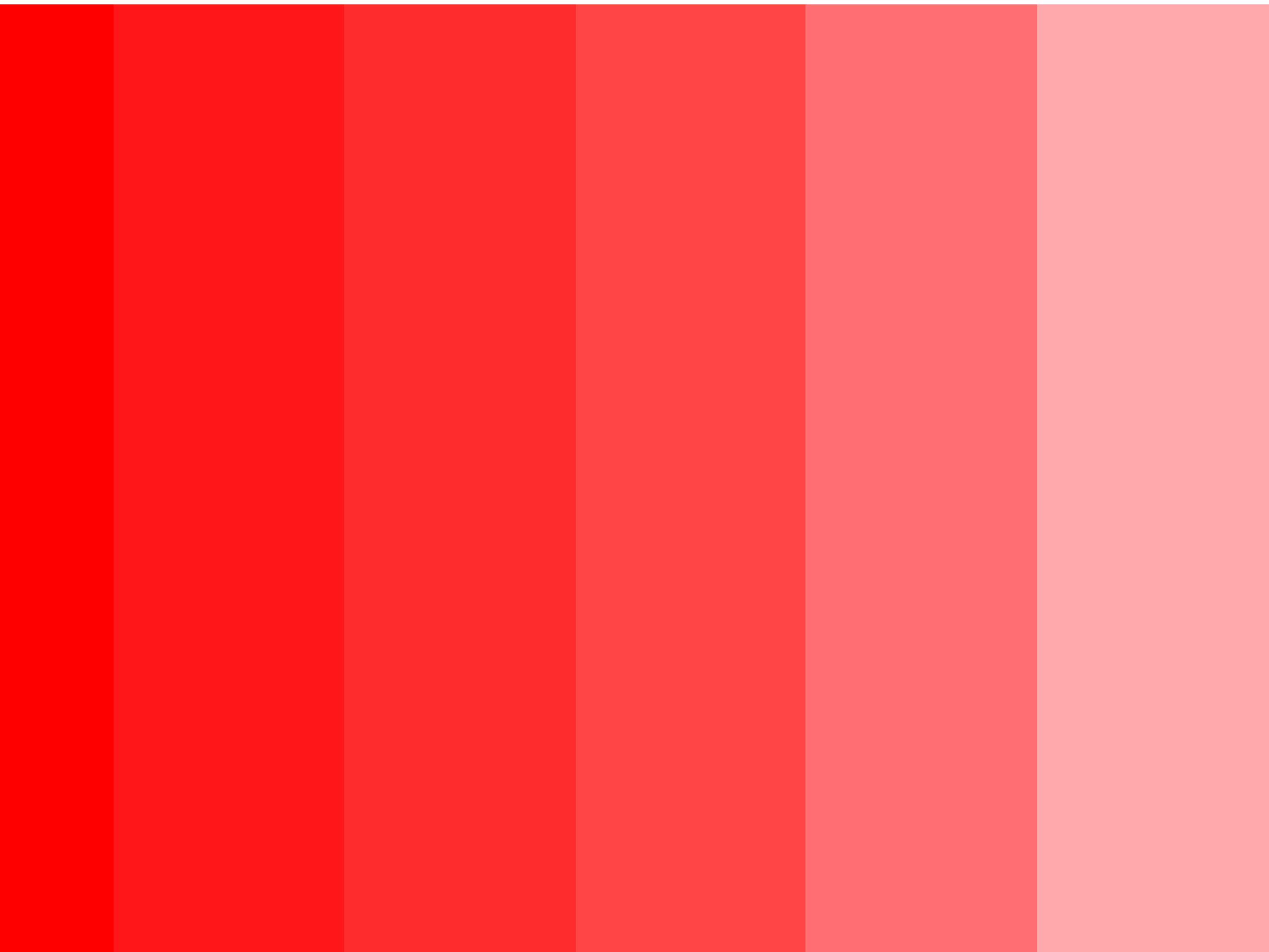




Luminosity

The quantity of white or black.





Compositing

