



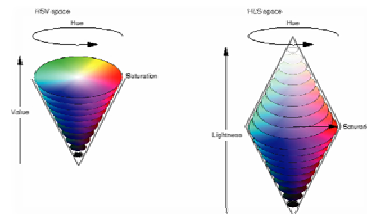
# Color

- Basic Color Terminology
- Color Scheme
- Choosing Color Process
- Meaning of Colors



## Basic Color Terminology

- Hue = Color
- Saturation = intensity of color
- Value = lightness & darkness



## Hue

- It is the color in the color wheel
- Red is a hue
- Blue is hue
- Purple is a hue



## Saturation

- It is the intensity of a color
- Known as chroma
- It is determined by how much gray a color contain

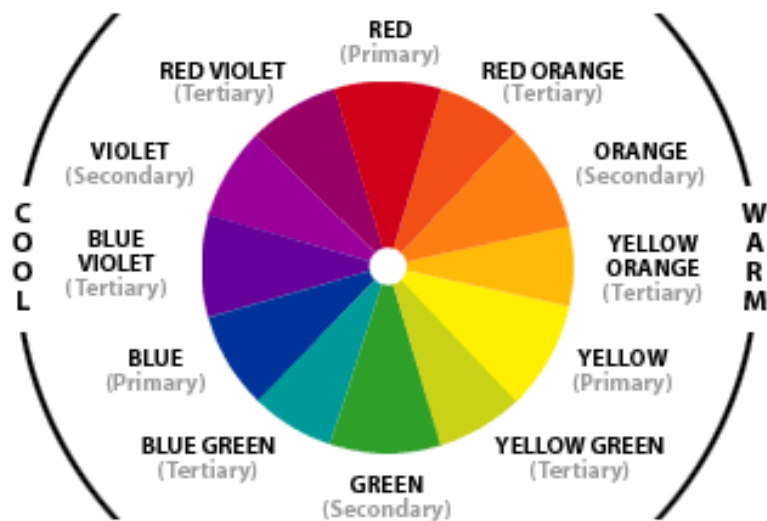


# Value

- It is the lightness or darkness of an object, regardless of color.
- Lightened values are called **tints**
- Darkened values are called **shades**.
- Medium values are called **midtones**.



# Color Wheel



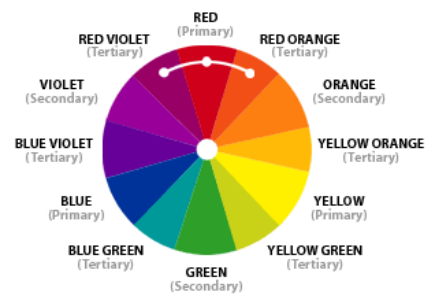
## Monochromatic Color Scheme

- It uses variations in lightness and saturation of a single color.
- This scheme looks clean and elegant.



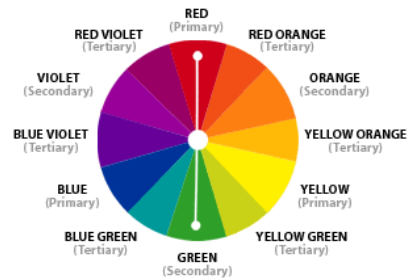
## Analogous Color Scheme

- It contains colors that are in close proximity to each other on the color wheel that share similar hue and saturation.
- They are always harmonis.



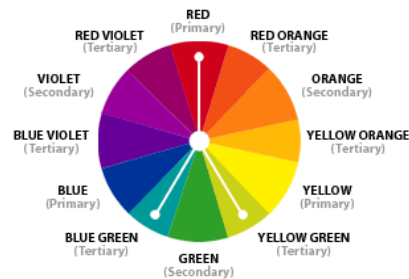
## Complementary Color Scheme

- It is made of two colors that are opposite each other on the color wheel.
- The complementary scheme is intrinsically high-contrast and draws maximum attention.



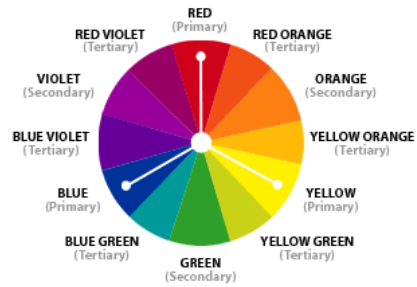
## Split Complementary Color Scheme

- It is a variation of the standard complementary scheme. It uses a color and the two colors adjacent to its complementary.
- This provides high contrast without the strong tension of the complementary scheme.



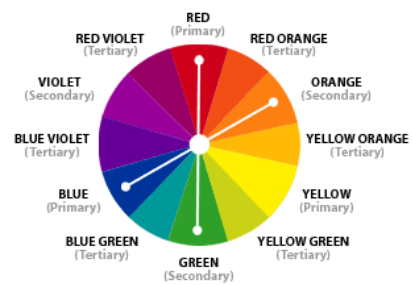
## Triadic Color Scheme

- It uses three colors equally spaced around the color wheel.
- This scheme is popular because it offers strong visual contrast while retaining balance, and color richness.
- The triadic scheme is not as contrasting as the complementary scheme, but it looks more balanced and harmonious.



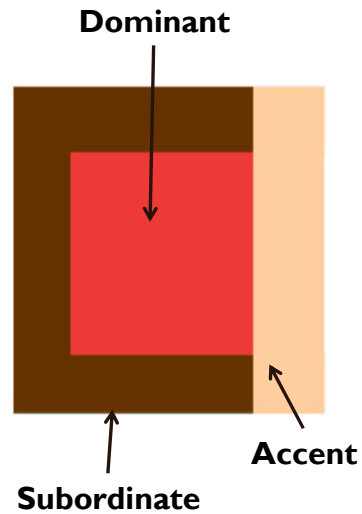
## Tetradic Color Scheme

- It uses four colors arranged into two complementary color pairs.
- This scheme is hard to harmonize; if all four colors are used in equal amounts, the scheme may look unbalanced, so you should choose a color to be dominant or subdue the colors.



## Color Selection Process

1. Define the message
2. Select the dominant color that convey the message
3. Choose supporting color to reinforce the message
4. Fine tune the selections



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## Meaning of Colors – Cool Colors

Blue	Calm and Cool
Green	Life and Renewal
Turquoise	Refreshing and Sophisticated
Gray	Elegant
Silver	Metallic Riches
White	Ultimate light

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## Meaning of Colors – Warm Colors

Red	Love and War
Pink	Little Girls
Yellow	Hope and Happiness
Gold	Riches and Excess
Orange	Energetic
Black	Ultimate dark
Brown	Down-to-earth

## Meaning of Colors - Neutral Colors

Purple	Royalty and Spirituality
Lavender	Graceful and Feminine
Beige	Dependable and Flexible