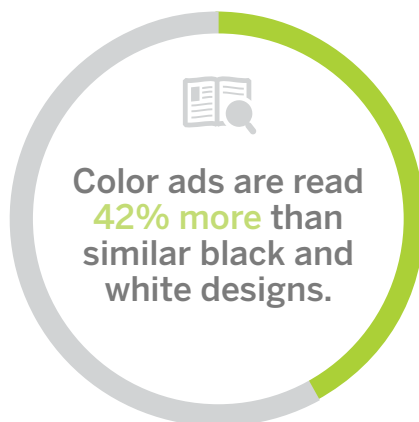
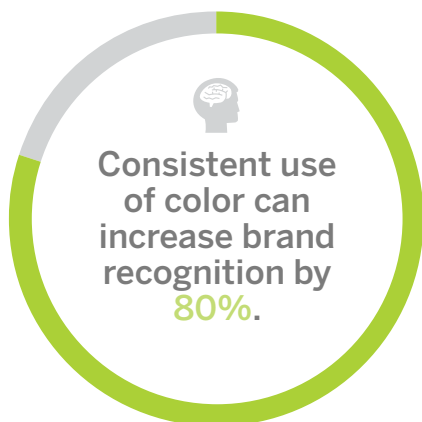


Color Theory

Why hot pink and rainbows aren't the best choices for your brand (unless you're Lisa Frank)

QUICK FACTS

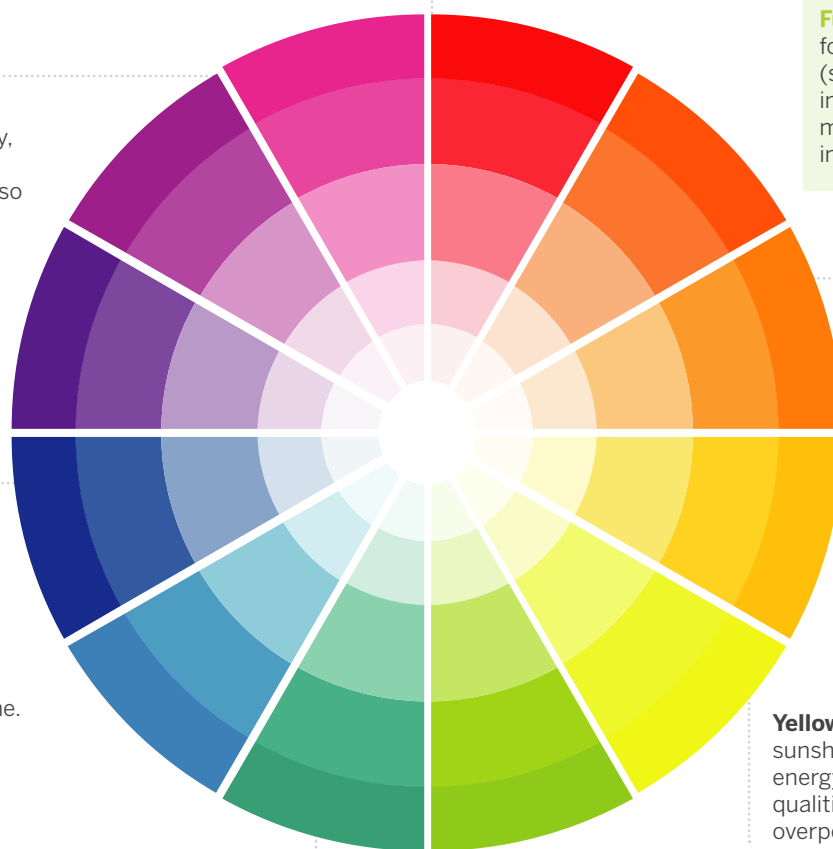


THE COLOR WHEEL

Purple is traditionally associated with royalty, nobility and luxury. Brighter shades are also a popular choice for younger children.

Blue is the color of the sky and water, and therefore associated with stability and tranquility. This color is a good choice for communicating cleanliness and hygiene.

Fun Fact: Did you know Facebook is blue because its founder Mark Zuckerberg is red-green color blind? "Blue is the richest color for me. I can see all of blue," Zuckerberg told the San Francisco Chronicle.



Red is associated with passion and strength. As the color of blood, it can also represent aggression, danger or power.

Fun Fact: One study found that red and yellow (staples of the fast food industry) evoked faster, more impatient behavior in its participants.

Orange can represent creativity, health and heat. This fruity, high-visibility color is a good choice for catching the eyes of your viewers.

Yellow is associated with sunshine, happiness and energy. Despite its good qualities, this color can easily overpower a viewer.

Not-So-Fun Fact: Babies cry more in yellow rooms. The color activates the anxiety center in their brains, producing an overwhelming response!

Green is strongly associated with sustainability and nature. Duller, darker green is associated with money and profitability.

TERMINOLOGY

Monochromatic color schemes use variations of a single color. Combined with white and black, a monochromatic scheme is a great starting point to make your brand look sophisticated.

Complementary color schemes use two colors on opposing sides of the color wheel (blue and orange, red and green, etc). These colors work together to create contrast, so be cautious about selecting colors that are too saturated, otherwise you may overpower the viewer.

Analogous color schemes consist of two colors that are adjacent to each other on the color wheel. Like all color schemes, make one color dominant and use the other to support and provide contrast.

Hue is another term to refer to the color of an object.

A **tone** is created when a color is lightened to create a **tint**, darkened to create a **shade**, or both simultaneously, which results in a softer version of the color.

Saturation is how colorful a hue is relative to its brightness.

Chroma refers to the intensity of a color. A color with the highest chroma has no black or white in it to dilute its purity.

A Tool to Try:

Adobe Color CC is an excellent free resource for creating color palettes from the comfort of your own browser. <https://color.adobe.com>

SOURCES

- The Color Marketing Group, "The Profit of Color!"
- Chicago Tribune, "Avoid The Color Yellow Unless You Like Hearing Babies Cry"
- Discover Magazine, "Fast food logos unconsciously trigger fast behaviour"
- Color Wheel Pro, "Color Meanings" and "Color Theory Basics"
- Smashing Magazine, "Color Theory for Designers Part 2"

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