

COLOR THEORY

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10 commandments of color theory

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THE 10 COMMANDMENTS OF COLOR THEORY

1	2	3	4	5	6	7	8	9	10
KNOW THE COLOR WHEEL. WELL! DO YOU KNOW WHAT EACH COLOR SIGNIFIES?	MATCH IT. DO NOT OVERLOOK THE AUSTERITY OF ANALOG COLORS!	CAN'T MATCH IT? CLASH IT WITH COMPLEMENTARY COLORS!	IS CONTRAST TOO INTENSE? THEN, SPLIT IT!	NEED MORE VARIATIONS? GO DOUBLE COMPLEMENTARY!	GO TRIAD WITH 3 DIFFERENT HUES... CHOOSE FROM A GREATER VARIETY!	SOMETIMES, MONOCHROME IS THE WAY TO GO...	OTHER TIMES, AN ACHROMATIC SCHEME SERVES BEST!	KNOW YOUR HUES, TINTS, SHADES AND TONES... WHAT WORKS WHERE?	AND LASTLY, RGB, CMYK AND PANTONE ARE NOT THE SAME!
RED USE HEAVY BOLDNESS	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>	<i>Barber</i>
YELLOW USE MEDIUM BOLDNESS									
GREEN TREATING WITH LIGHTNESS									
BLUE SIMPLY THAT SIMPLE									
PURPLE KEEP HEAVY ELEMENTS									

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