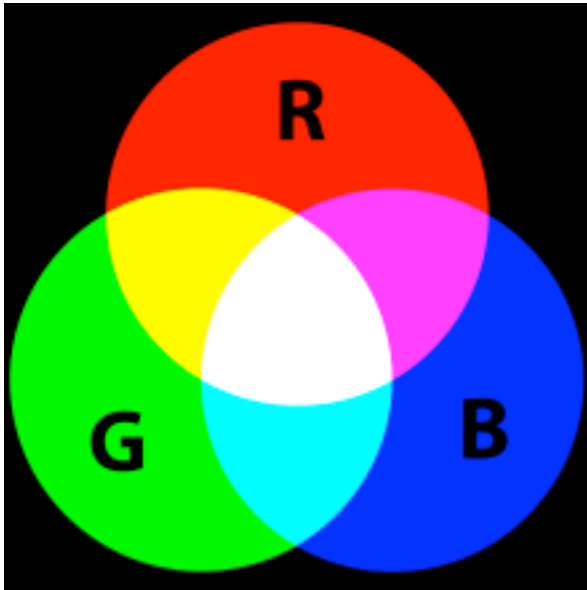
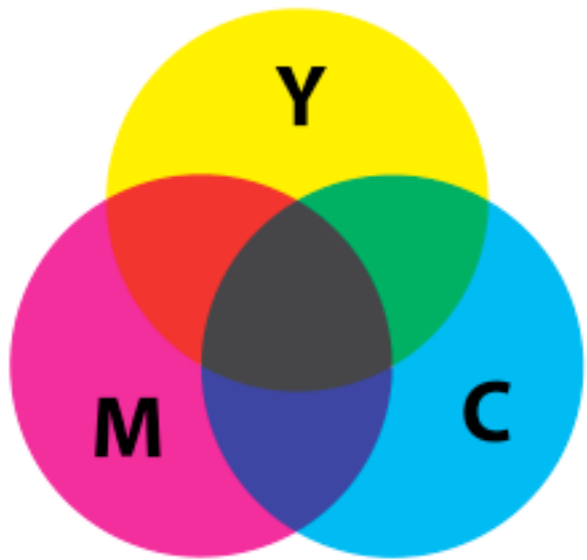


COLOR THEORY VOCABULARY



Additive color mixing - light
adding red to green yields yellow; adding all three primary colors together yields white



Subtractive color mixing - pigment
adding magenta, cyan and yellow yields black



Primary colors

colors from which all other colors are made: red, blue, and yellow

Secondary colors

colors that are created from equal amounts of a pair of primary colors: green, orange, violet

Tertiary colors

colors made from equal amounts of a pair of primary and secondary colors: red-violet, blue-violet, blue-green, yellow-green, yellow-orange, red-orange

Analogous colors

three consecutive colors on the color wheel

Complementary colors

the colors opposite on the color wheel: red & green, blue & orange, yellow & violet

Tint

a color plus white

Shade

a color plus black

Monochromatic
one color

Neutral
created by mixing equal amounts of two complementary colors (usually a gray-brown)

Warm colors
colors of sun and fire, on the right side of the color wheel (and their values)
example – reds and yellows (and their values)

Cool colors
colors of snow and ice, on the left side of the color wheel (and their values)
example – blues, greens, purples (and their values)

Achromatic colors
are neutrals, meaning they contain no chroma or hue. An achromatic color scheme uses all achromatic or neutral colors; black and white, and a full value tonal range of grays.

cmyk - pigment
cyan, magenta, yellow, & black

rgb -light
red, green, & blue

hsb
hue (red, orange, yellow, green, blue, purple)
saturation (neutral, semi-neutral, semi-saturated, saturated, super-saturated)
brightness (dark, light)

pms
Pantone Matching System
A system to allow designers to specify a specific colors when a design enters production stage—regardless of the equipment used to produce the color.