

COLOUR THEORY

Toni Hauri - 2020



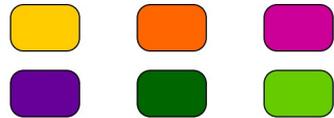
Primary Colours

3 pigment colours that can not be mixed or formed by any combination of other colours. All other colours are derived from these 3 hues.



Secondary Colours

These are the colours formed by mixing two primary colours.



Tertiary Colours

These are the colours formed by mixing a primary and a secondary colour. That's why the colour is a two-worded name, such as blue-green, red-violet, and yellow-orange.



Analogous

Analogous colours sit next to one another on the colour wheel. These colours are in harmony with one another.



White, black and gray are considered to be neutral.

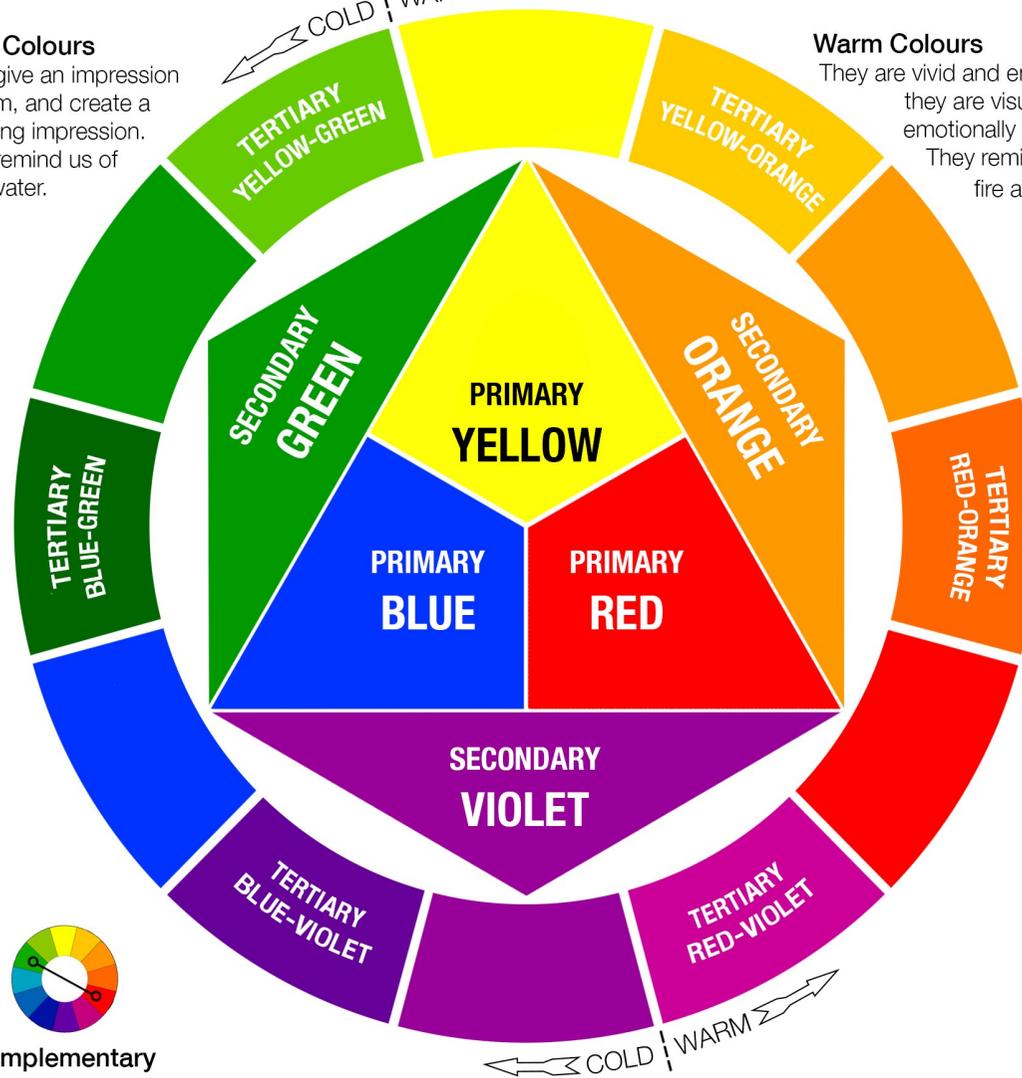
Cold Colours

They give an impression of calm, and create a soothing impression. They remind us of cold water.



Warm Colours

They are vivid and energetic, they are visually and emotionally exciting. They remind us of fire and heat.



Complementary Colours

Colours that are opposite each other on the colour wheel are considered to be complementary colours (example: red and green).

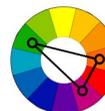
When put together, they appear more vivid than when apart.



Triadic colour scheme



Rectangle (tetradic) colour scheme



Split-Complementary colour scheme



Square colour scheme



Value

Value refers to the relative lightness or darkness of a certain area.



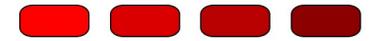
Tint

A tint describes a colour that is mixed with white.



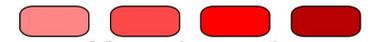
Tone

A tone describes a colour that is mixed with grey.



Shade

A shade describes a colour that is mixed with black.



Monochromatic

The term monochrome refers to the use of one colour or various shades and tints of one colour in a single form.

The generic meaning of colour (Western Culture)

- RED:** Passion, Love, Fire, Anger, Blood
- ORANGE:** Energy, Happiness, Vitality, Stimulation
- YELLOW:** Sunshine, Happiness, Hope, Deceit
- GREEN:** New Beginnings, Abundance, Nature
- BLUE:** Sky, Calm, Responsible, Sadness, Sea
- VIOLET:** Creativity, Royalty, Wealth, Ambition
- BLACK:** Mystery, Elegance, Evil, Death, Power
- GRAY:** Moody, Conservative, Formality
- WHITE:** Purity, Cleanliness, Virtue, Innocence
- BROWN:** Nature, Wholesomeness, Dependability
- TAN OR BEIGE:** Conservative, Piety, Dull
- CREAM OR IVORY:** Calm, Elegant, Purity