

# THE 10 COMMANDMENTS OF COLOR THEORY

1

KNOW THE COLOR WHEEL WELL! DO YOU KNOW WHAT EACH COLOR SIGNIFIES?



2

MATCH IT. DO NOT OVERLOOK THE AUSTERITY OF ANALOG COLORS!



3

CAN'T MATCH IT? CLASH IT WITH COMPLEMENTARY COLORS!



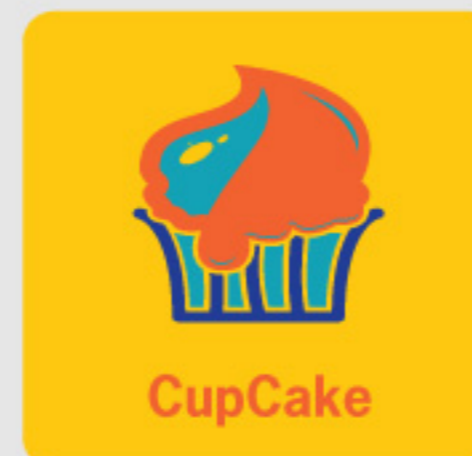
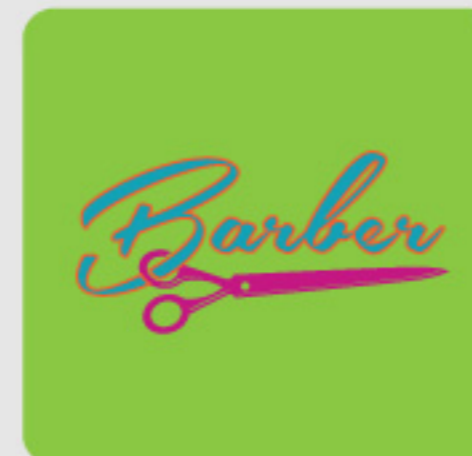
4

IS CONTRAST TOO INTENSE? THEN, SPLIT IT!



5

NEED MORE VARIATIONS? GO DOUBLE COMPLEMENTARY!



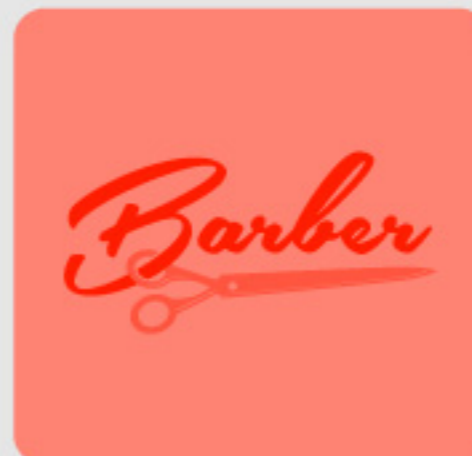
6

GO TRIAD WITH 3 DIFFERENT HUES... CHOOSE FROM A GREATER VARIETY!



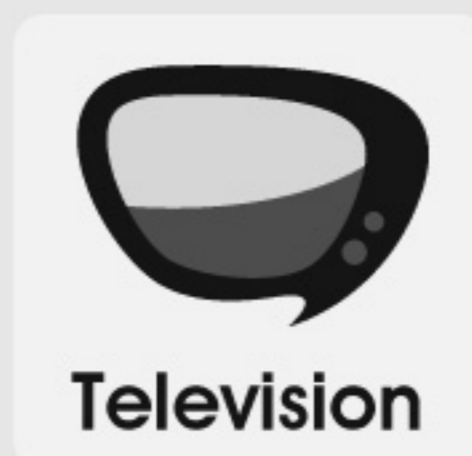
7

SOMETIMES, MONOCHROME IS THE WAY TO GO...



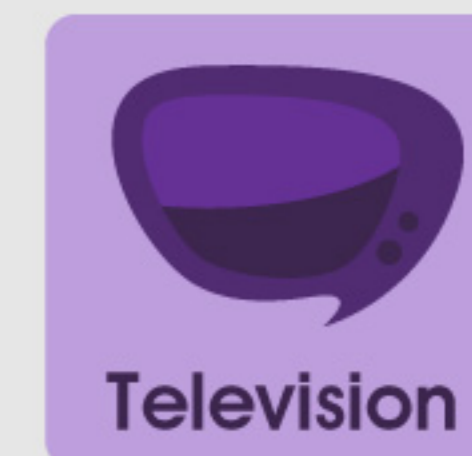
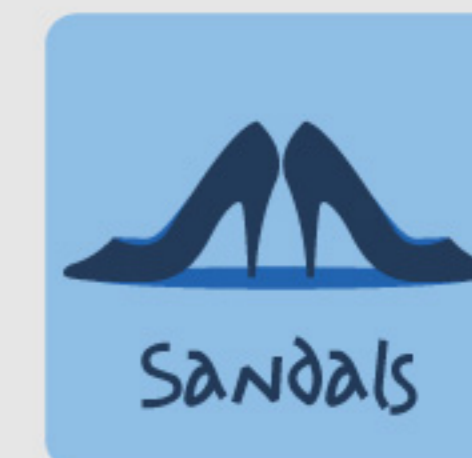
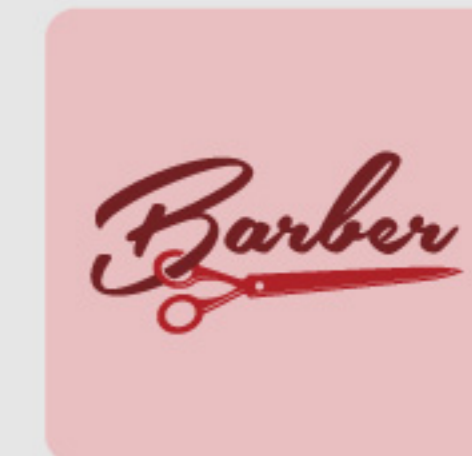
8

OTHER TIMES, AN ACHROMATIC SCHEME SERVES BEST!



9

KNOW YOUR HUES, TINTS, SHADES AND TONES... WHAT WORKS WHERE?



10

AND LASTLY, RGB, CMYK AND PANTONE ARE NOT THE SAME!

