

COLORS OF COLORS

SEE COLORS IN DIFFERENT COLORS

ARTISTIC
PERSPECTIVE = AESTHETICS

TECHNICAL
PERSPECTIVE = PROCESSING

PHYSIOLOGICAL
PERSPECTIVE = PERCEPTION

SEMANTIC
PERSPECTIVE = MEANING

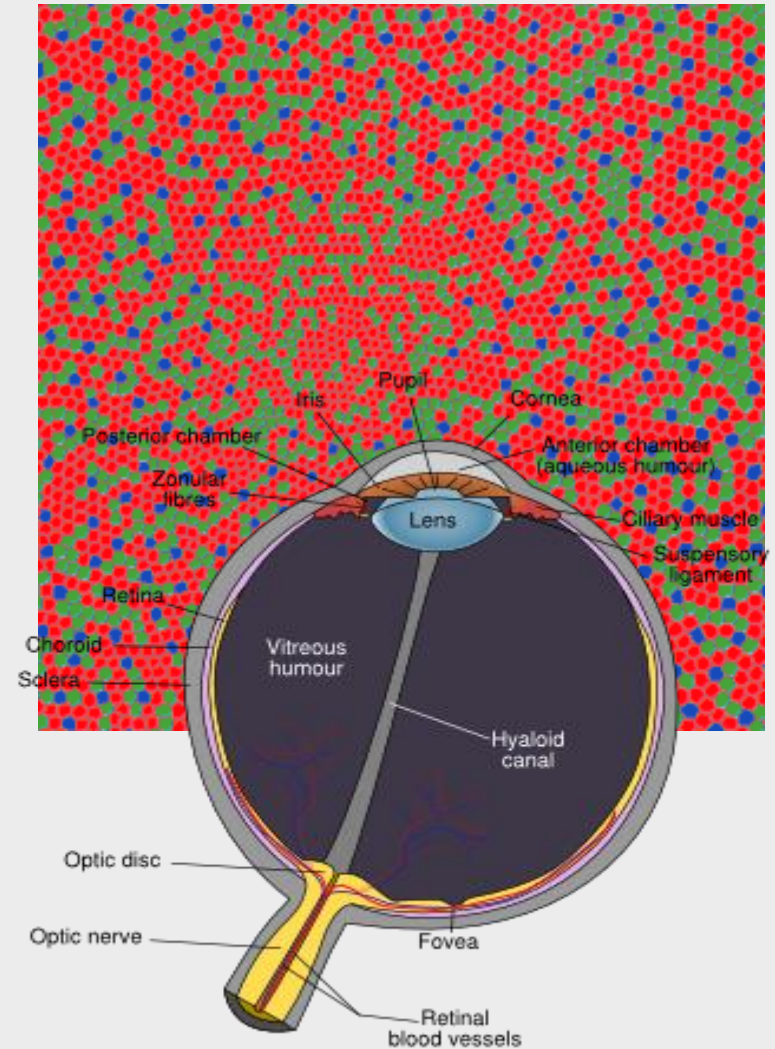
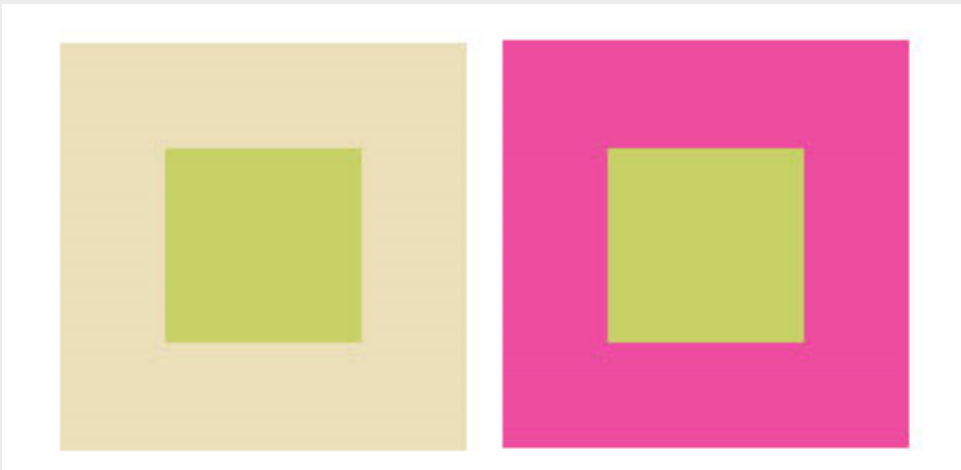
BRIEF RECOLLECTION

TRICHROMACY THEORY

Cones

Red, green, blue

COLORS IN CONTEXT



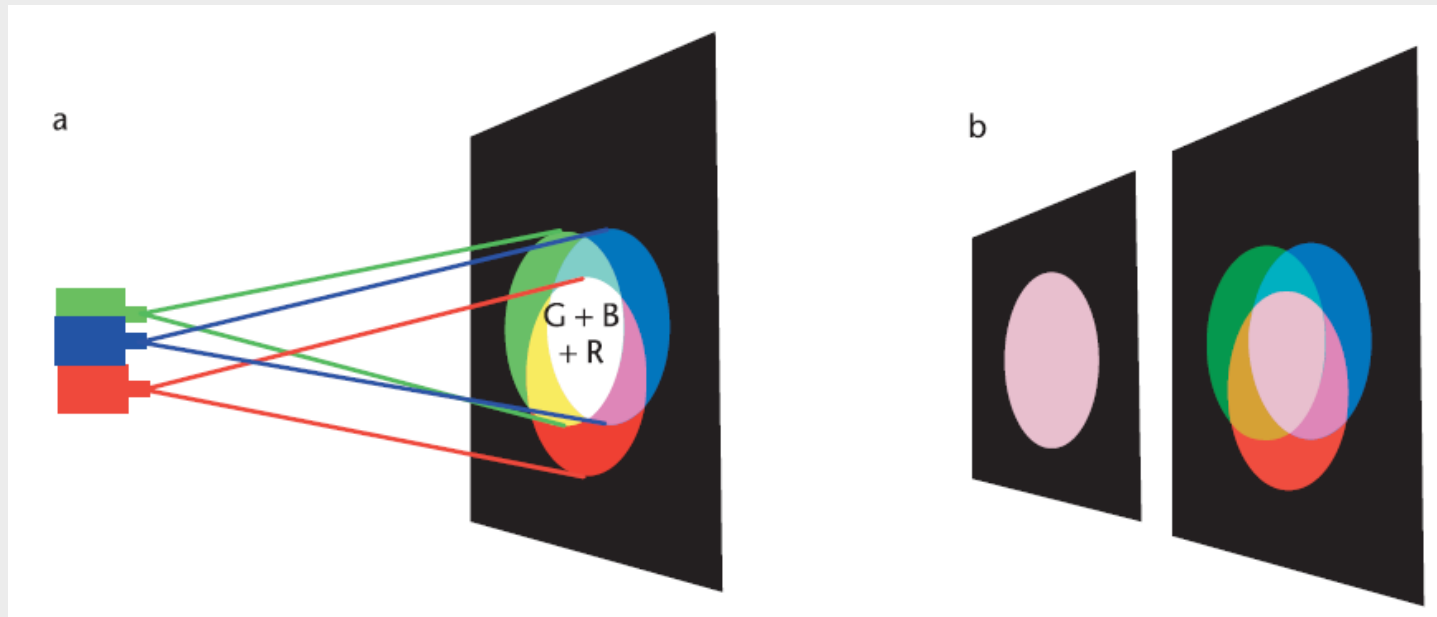
COLOR CREATION

PRIMARIES

Set of color hues that are 'independent'

We can't mix one from the others

We can mix other colors out of them



COLOR WHEEL



COLOR SCHEMES

MONOCHROMATIC



ANALOGOUS



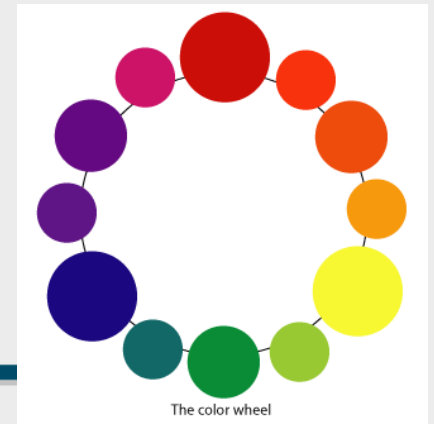
COMPLEMENTARY



Split complementary



TRIADS

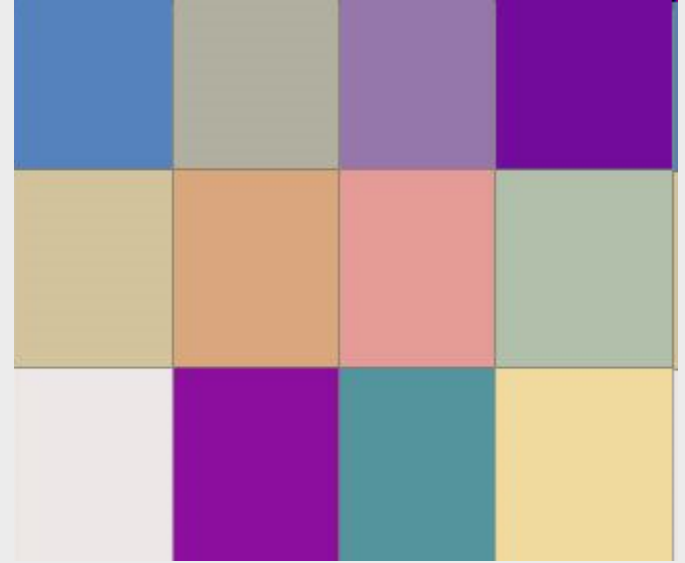


COLOR SCHEMES - ADVANCED

- DE-SATURATED COLORS
- PASTEL TONES
- EARTH TONES

COLD GRAY

WARM GRAY



EXAMPLES



EXAMPLES



EXAMPLES



ANALOGOUS SCHEME

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Price: Min: Max: 104.17
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- Consectetur
- Sed diam nonummy
- Laoreet dolore magna

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Price: \$704,000 Baths: 2
City: LEBANONVILLE Square Feet: 2913
Beds: 3 Type: Single Family
view all proposal

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Contact & Support
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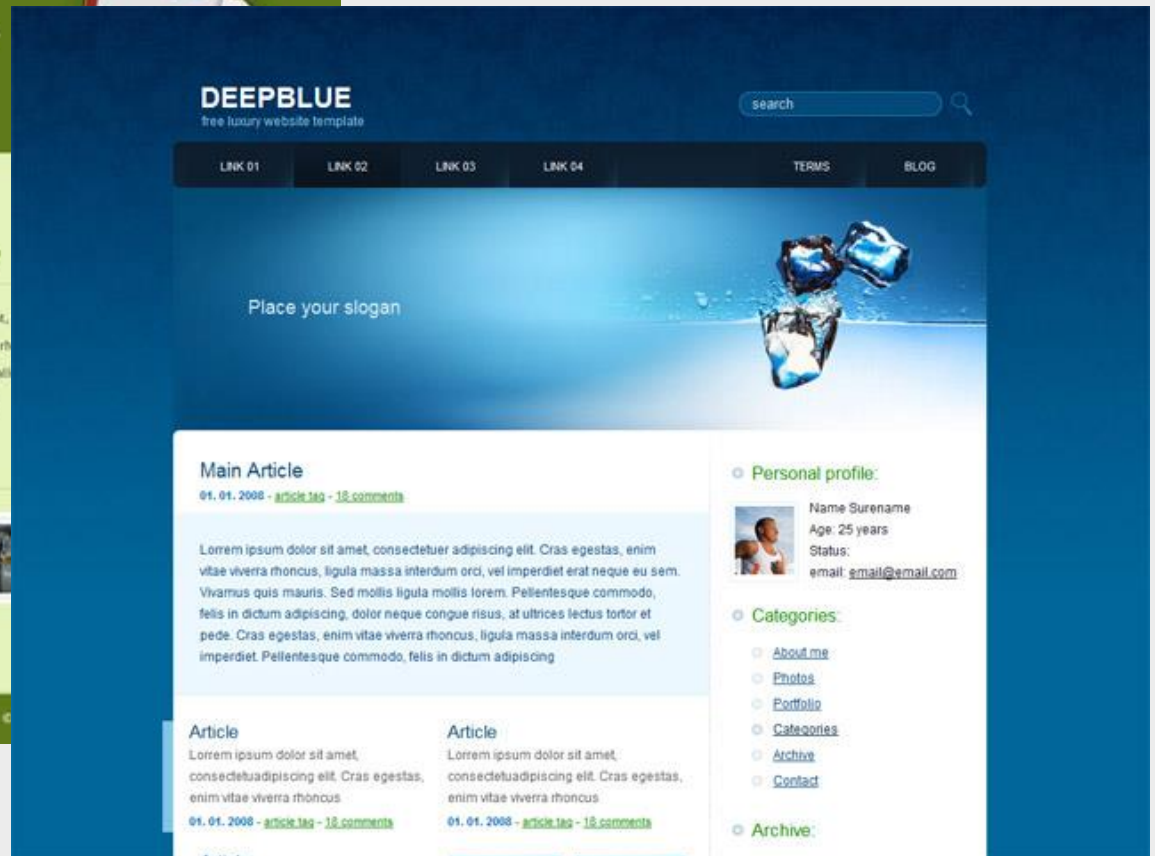
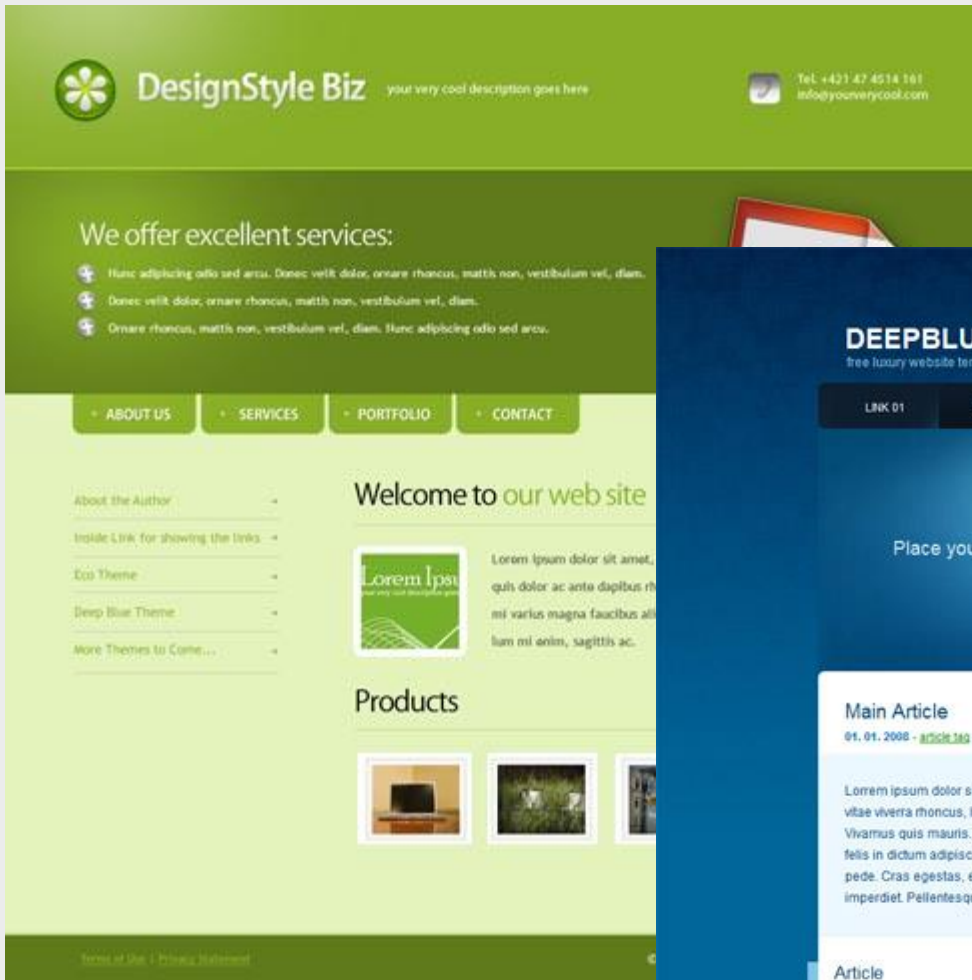
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01 Jun Asian nation, rule and some personal news posted.
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13 May Public and some political news posted and some features.
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MONOCHROMATIC SCHEME



COMPLEMENTARY COLORS SCHEME



HOW MANY SCHEMES ARE THERE?

Calm Serenity



0
LOVES

0
COMMENTS

My pink



0
LOVES

0
COMMENTS

Wild desert



0
LOVES

0
COMMENTS

Los Abedules



0
LOVES

0
COMMENTS

Lambia



0
LOVES

0
COMMENTS

Iris Coffee



2
LOVES

2
COMMENTS

Her Majesty Death



1
LOVE

1
COMMENT

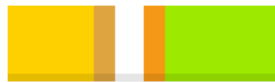
My side



0
LOVES

0
COMMENTS

My room is so small



0
LOVES

0
COMMENTS

i digress.



0
LOVES

0
COMMENTS

lovely holiday.



2
LOVES

0
COMMENTS

Nice scarf



2
LOVES

0
COMMENTS

ebiz



0
LOVES

0
COMMENTS

Nutella



0
LOVES

0
COMMENTS

Anadyr



0
LOVES

0
COMMENTS

Other Spring Palette



0
LOVES

0
COMMENTS

On the beach



1
LOVE

0
COMMENTS

KissMeWithEyesClosed



5
LOVES

0
COMMENTS

engineercreate1



0
LOVES

0
COMMENTS

new day



0
LOVES

0
COMMENTS

Vintage t-shirt



1
LOVE

2
COMMENTS

Dublin



0
LOVES

0
COMMENTS

Eagle Creek APC



1
LOVE

1
COMMENT

contraproductivities



1
LOVE

0
COMMENTS

Marias



1
LOVE

0
COMMENTS

at the beach



0
LOVES

0
COMMENTS

hally pru



0
LOVES

0
COMMENTS

Crepúsculo



1
LOVE

0
COMMENTS

u can change this



1
LOVE

1
COMMENT

Stuck in the Middle

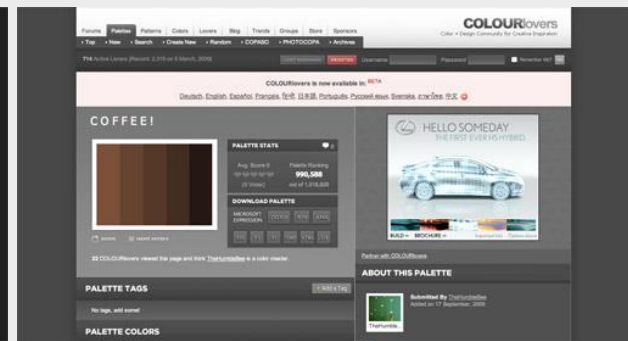


2
LOVES

1
COMMENT

<http://www.colourlovers.com/>

OTHER RESOURCES



25 AWESOME TOOLS FOR CHOOSING A WEBSITE COLOR SCHEME

<http://designshack.net/articles/inspiration/25-awesome-tools-for-choosing-a-website-color-scheme>

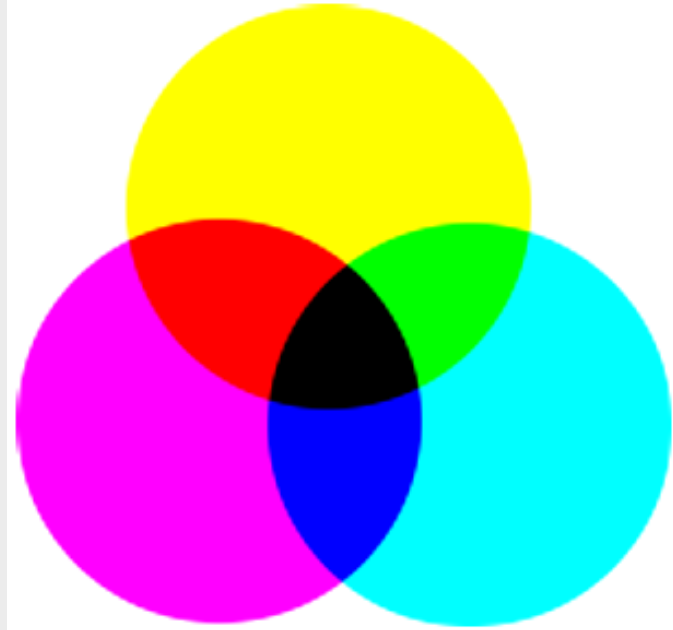
COLOR SPACES

COLOR MODELS

COLOR MODELS – COMBINING PRIMARIES

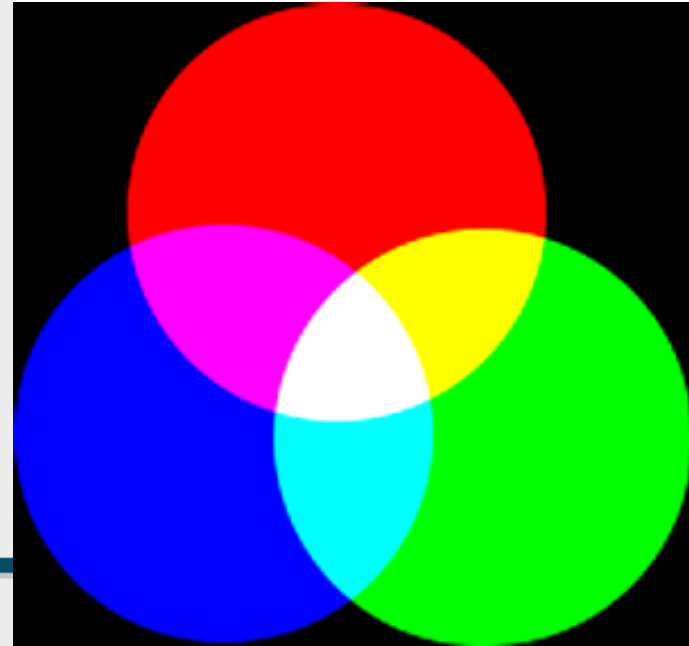
SUBTRACTIVE

More color = less brightness
Pigments block color reflection
Printers



ADDITIVE

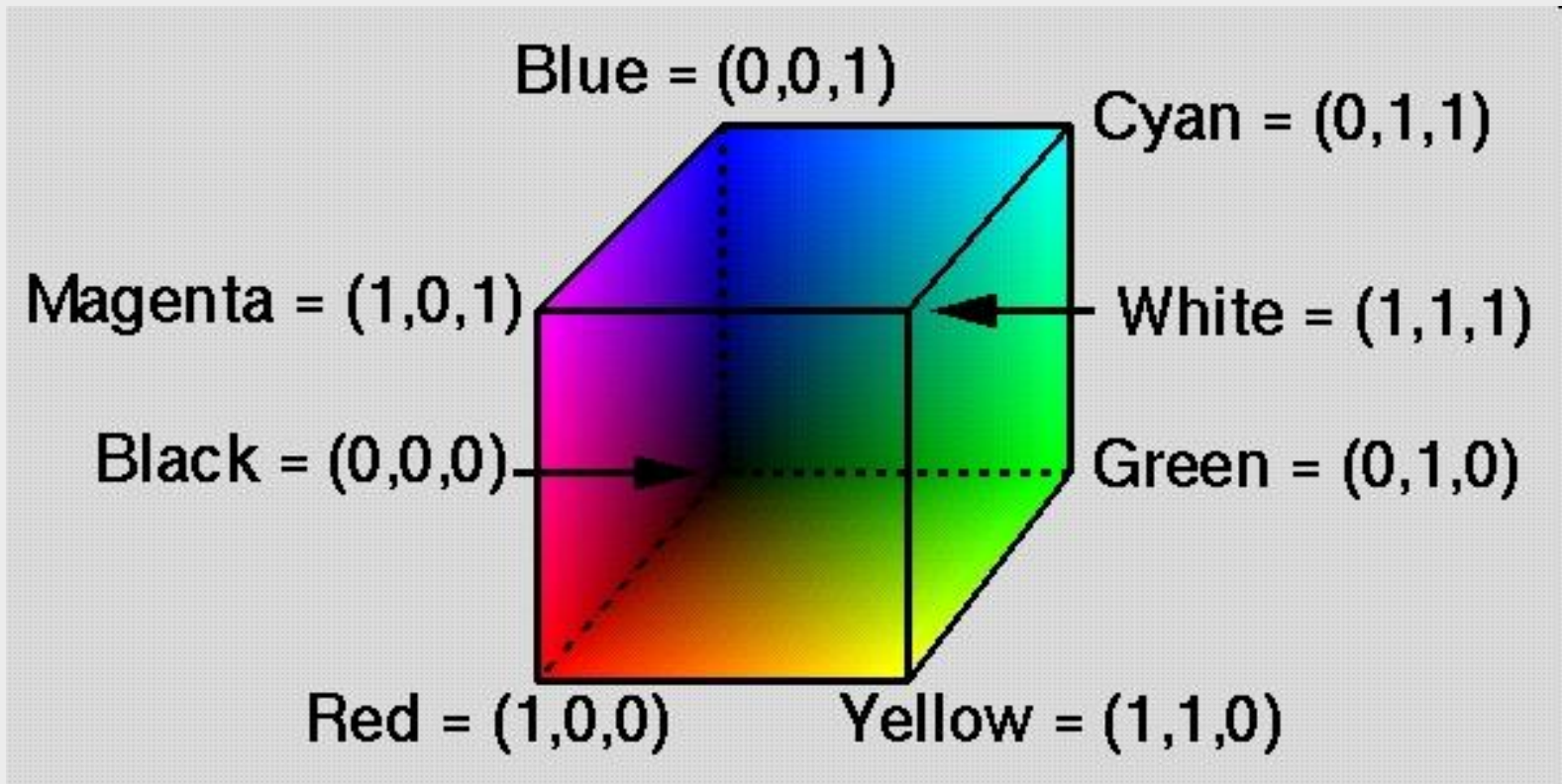
More color = more brightness
Colored light
Monitors, beamers



COLOR SPACES – TECHNICAL

CMY(K) – SUBTRACTIVE MODEL

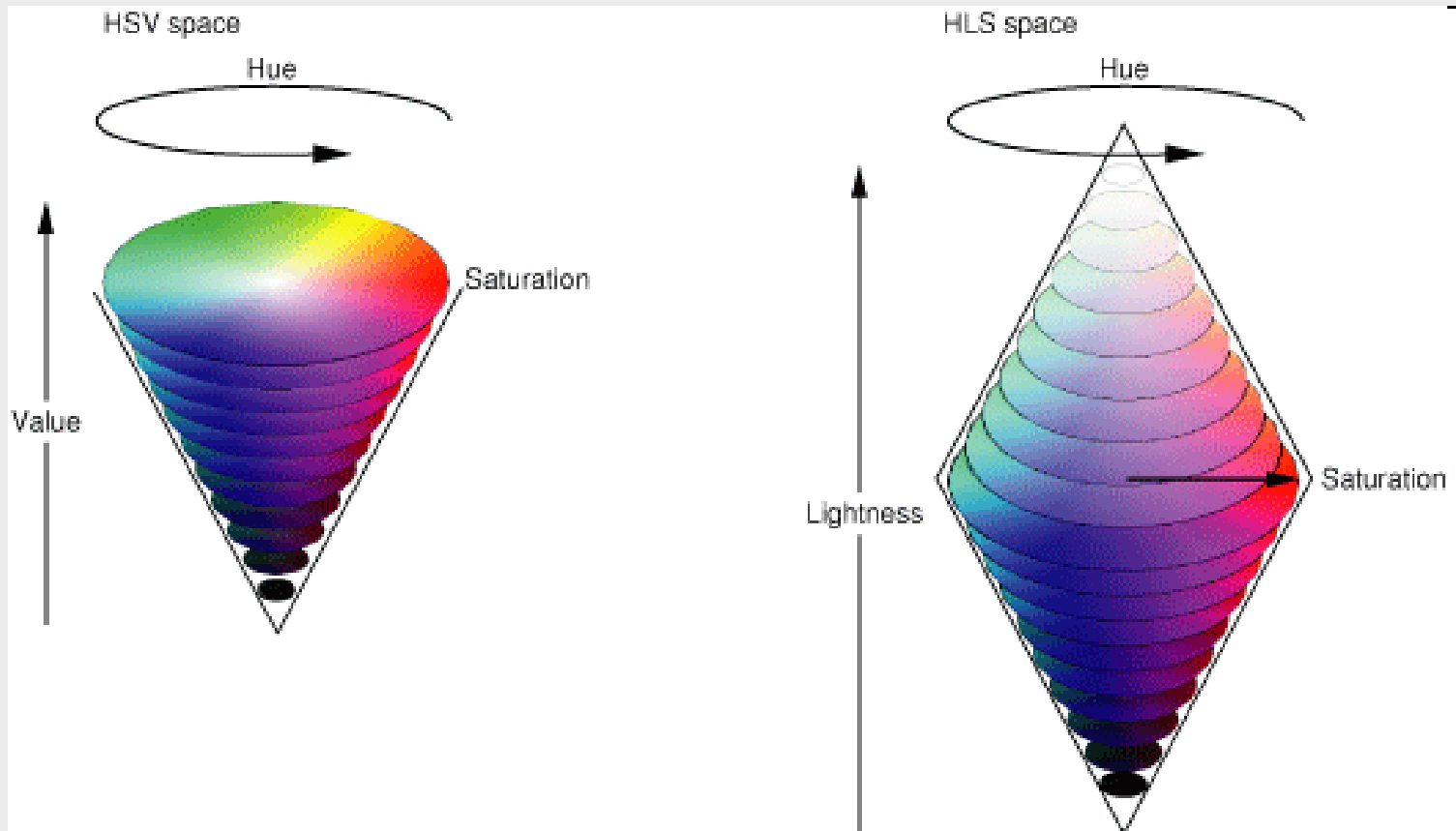
RGB – ADDITIVE MODEL



COLOR SPACES – INTUITIVE

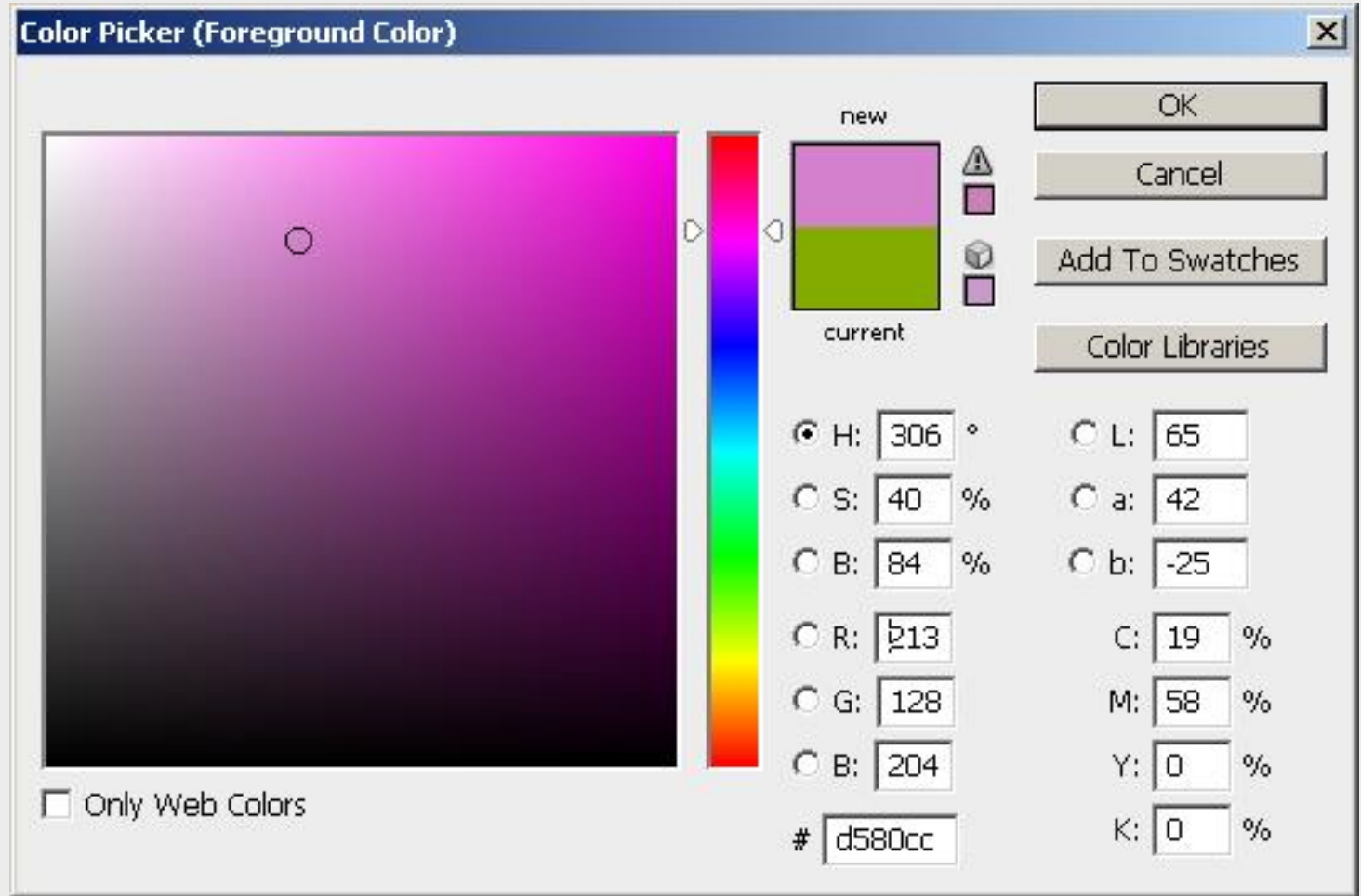
HSB, HSL, HSV

Separate hue, saturation, brightness



HSB COLOR PICKER

INTUITIVE COLOR SELECTION



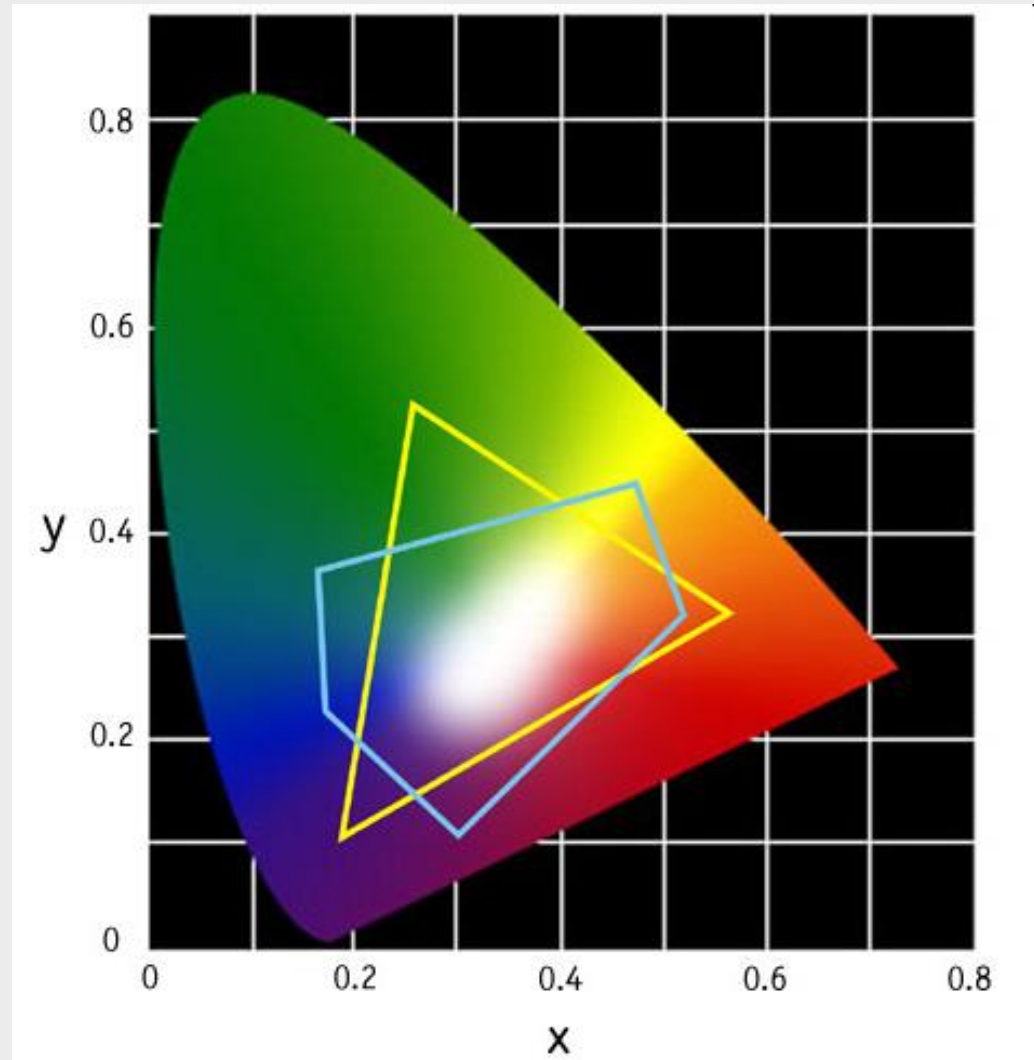
CIE COLOR SPACE AND GAMUT

"PURE" COLORS
ON THE SPECTRAL
LOCUS (PERIMETER)

CONVEX
COMBINATIONS
OF COLORS

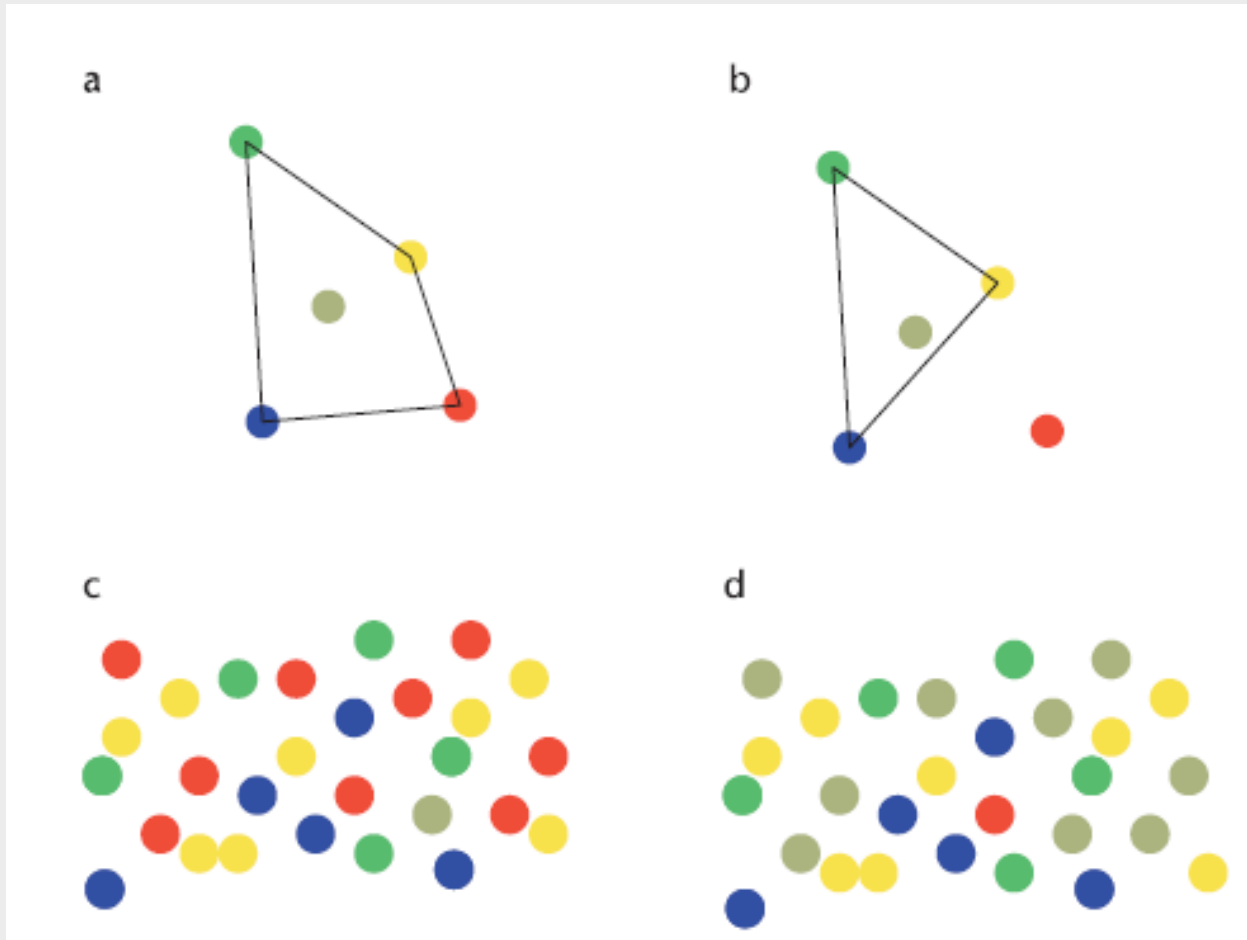
GAMUT

Region of available
colors for the device



PRE-ATTENTIVE COLOR DISTINCTION

SEE A DIFFERENT COLOR INSTANTLY



USING DIFFERENT COLORS

DISTINCT COLORS:

Black, white

Red

Yellow, green

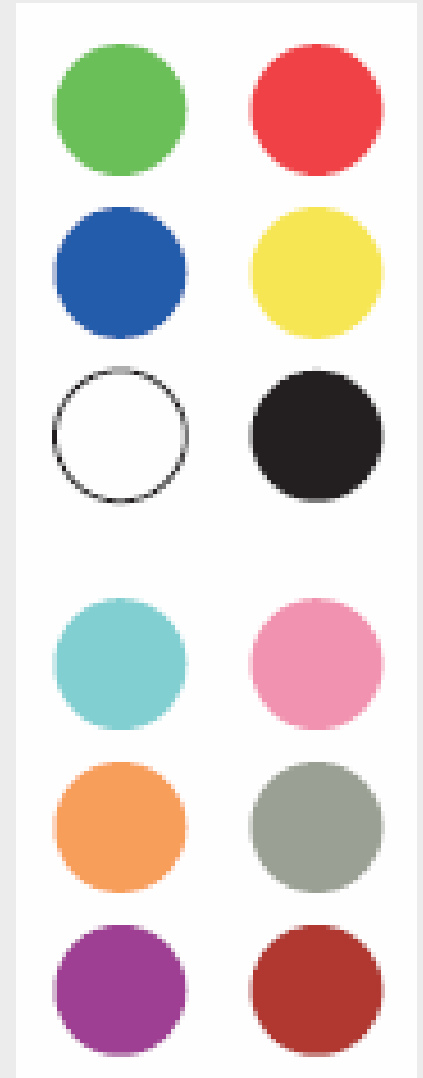
Blue

UNIQUE HUES

USAGE:

Labeling, grouping

Limited number of categories



ANATOMY OF A COLOR

COLOR CONSISTS OF:

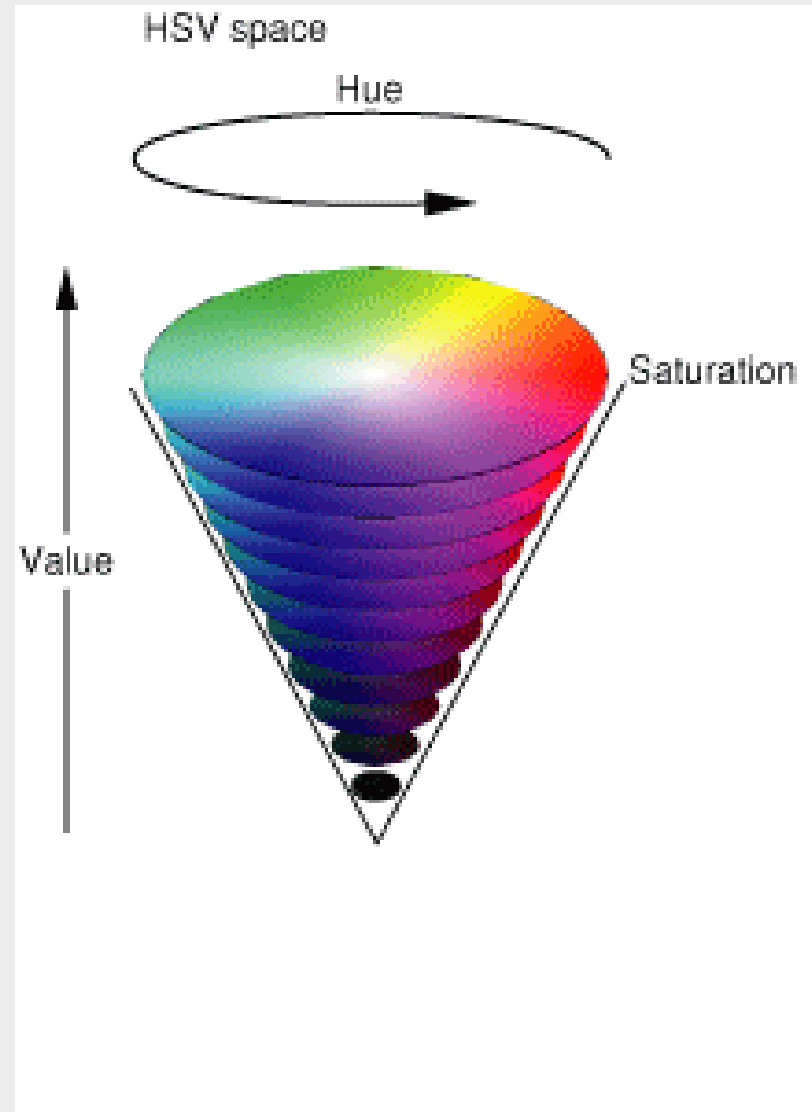
HUE

The carrier of the meaning

SATURATION, BRIGHTNESS

Can be used to increase or decrease differences

Can be put to contrast, one with another



COLOR SATURATION

EMPHASIZES DIFFERENCES

More contrast

Text on background

Dramatic effect

LESS SATURATION

ERASES THE DIFFERENCES

More possible color combinations

Pastel colors e.g.

Soothing effect



COLOR BRIGHTNESS

Can be used to create contrast even between similar (analogous) colors by putting saturation and brightness to contrast and keeping the hue the same



“MERE COLOR, UNSPOILED BY
MEANING, AND UNALLIED WITH
DEFINITE FORM, CAN SPEAK TO
THE SOUL IN A THOUSAND
DIFFERENT WAYS.”

OSCAR WILDE

MEANING OF COLORS

COLOR TEMPERATURE

NOT THE SAME AS COLOR TEMPERATURE ☺

WARM HUES

- purple, **red**, **yellow**, **orange**, green, **black**
- come closer - comfort, coziness
- vivid: action, life

COLD HUES

- purple, **magenta**, **blue**, **cyan**, green, **white**
 - stand back - more room
 - calm: not alive, alien
-

COLOR TEMPERATURE



MEANING OF COLORS: RED



MEANING OF COLORS - RED

LOVE, PASSION, LIFE, SEXUALITY
DANGER, ANGER, BLOOD, VIOLENCE,
EMERGENCY
SPEED, HEAT

CULTURAL SPECIFICS

China - positive

India - purity

Africa - health



MEANING OF COLORS - BLUE



MEANING OF COLORS - BLUE

STABILITY, PEACE, HOPE, SECURITY
SPIRITUALITY, PURITY, HARMONY
DEPTH, INFINITY, DISTANCE, COLD

CULTURAL SPECIFICS:

Jews - holiness

China - immortality

India - deity



MEANING OF COLORS - GREEN



MEANING OF COLORS - GREEN

HEALTH, GROWTH, PROSPERITY, FERTILITY,
RENEWAL

NATURE, ENVIRONMENT, ECOLOGY
INNOCENCE, VIRGINITY, YOUTH

CULTURAL SPECIFICS

Islam

Ireland



MEANING OF COLORS - BLACK

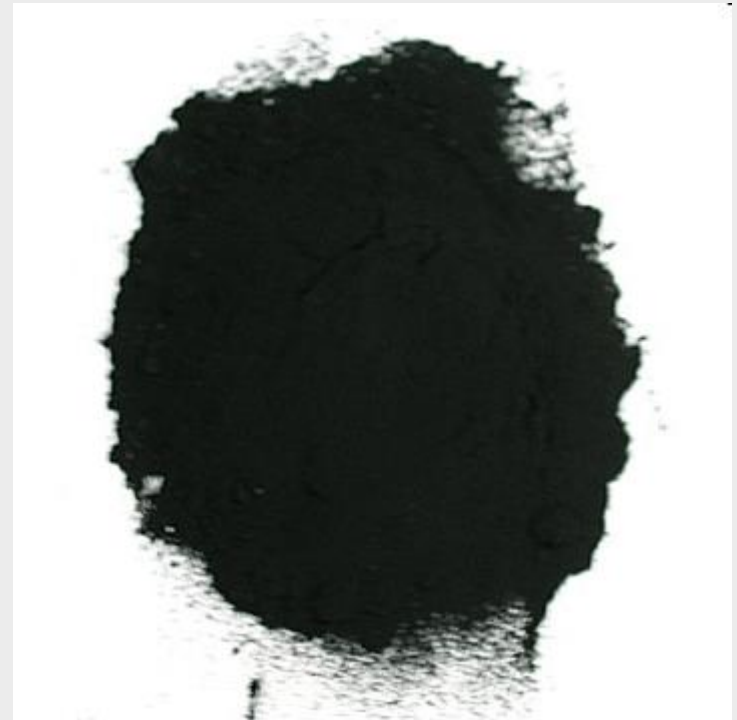


MEANING OF COLORS - BLACK

MYSTERY, EVIL, MORTALITY, SEXUALITY
WEALTH, ELEGANCE, LUXURY, POWER

CULTURAL SPECIFICS

Japan - age, experience



COLOR SYMBOLISM



David Lynch: Twin Peaks

TECHNICAL ISSUES

COLOR CONVERSION

RGB \leftrightarrow CMYK

Most common

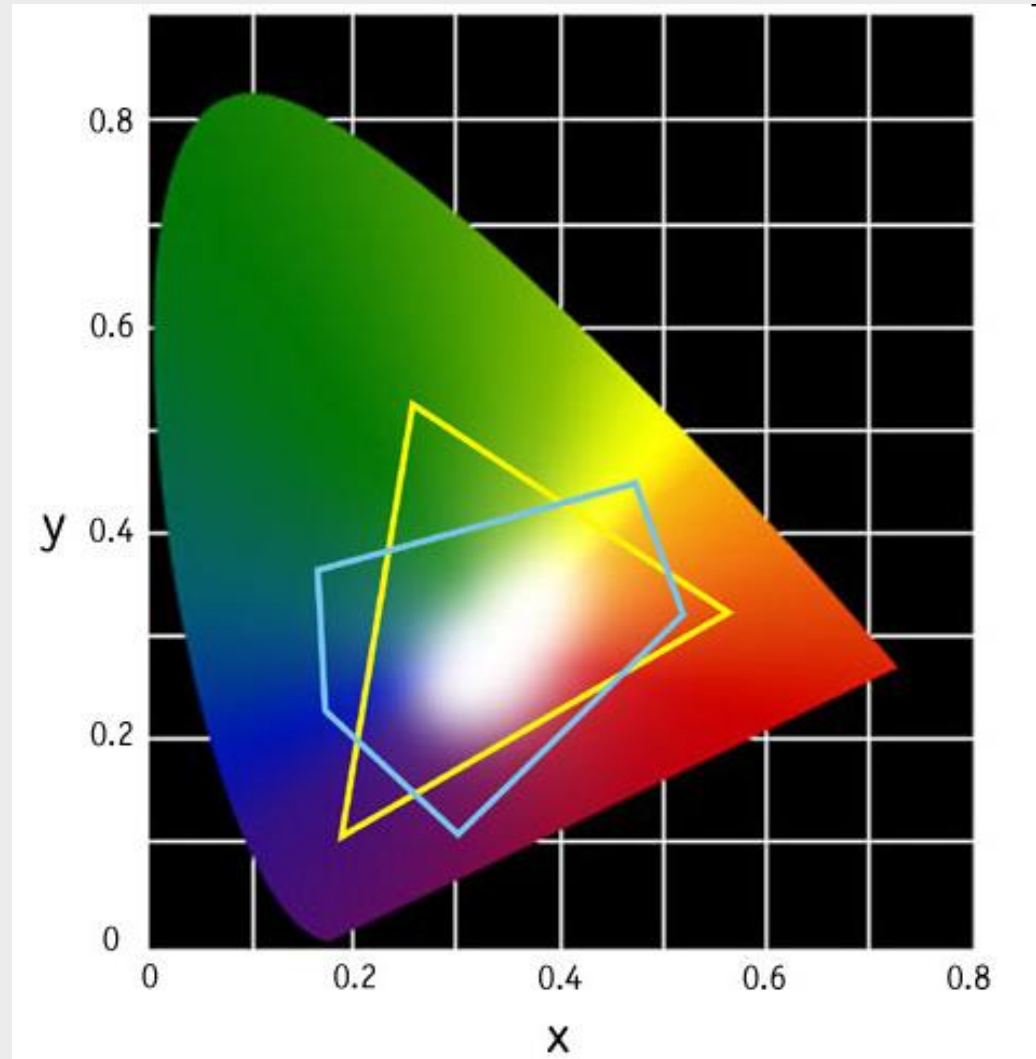
Not safe

Gamut

DEVICE PROFILES
(ICC PROFILES)

Calibration

RGB \leftrightarrow HSV \leftrightarrow
 \leftrightarrow HSL WORKS OK



SAFE COLORS

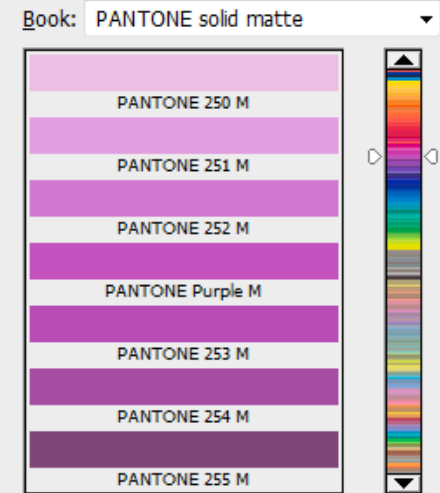
USED TO BE WEB SAFE COLORS (#XXYYZZ)

Obsolete, full RGB is supported now

PRINT COLORS:

- Spot colors - 1 pre-mixed ink
- Process colors - 4 inks (CMYK)
- PANTONE - agreed standard

IF NOT PANTONE
AT LEAST CMYK.



EXAMPLE OF DEFINITIONS

PMS

!=

CMYK

!=

RGB



PMS 260



C: 66
M: 100
Y: 6
K: 28



R: 98
G: 37
B: 103
HTML: 622567

PMS CONTAINS LESS COLORS THAN CMYK

CMYK <-> RGB CAN BE CALCULATED
BUT THE RESULT MIGHT NOT BE THE SAME

Consider monitor, printer, color profiles, gamut...

CORPORATE COLORS

PURPOSE OF CORPORATE COLORS

IDENTIFY BRAND WITHOUT ADDITIONAL INFO

Speed up identification

CREATE BASIS FOR MESSAGE OF GRAPHICS

Money / food / travel / health ...

Speed up understanding

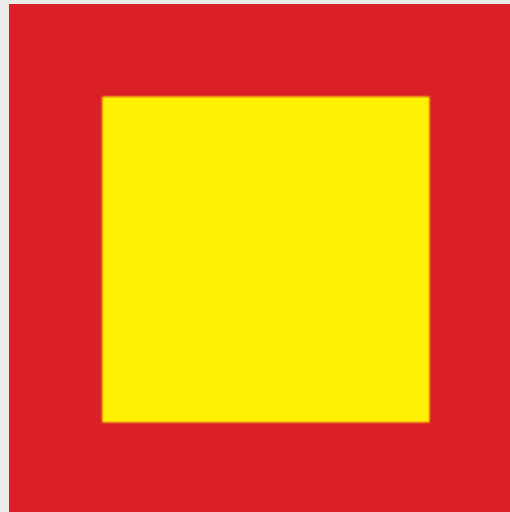
DIFFERENTIATE SIMILAR BRANDS
(COMPETITION)

NOT UNIQUE ☹️

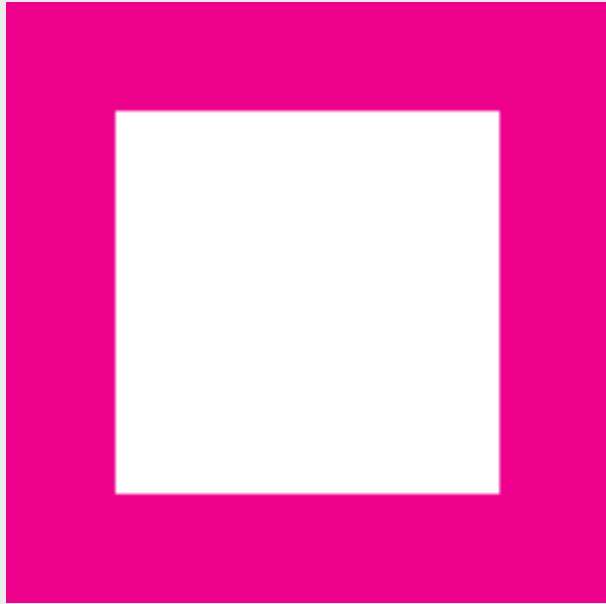
GUESS THE COMPANIES



WHICH OTHER
COMPANIES
USE THE RED/YELLOW
COMBINATION?



GUESS THE COMPANIES



NEXT:
LOGO DESIGN