

Triad Color Scheme



How Colors Impact Our Daily Life
In Business, Art, Work And Love

The Meaning Of Colors



By: *Herman Cerrato*

Tertiary Color Scheme



Complimentary Color Scheme



Research by:



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Colors

More recently, studies have shown that colors can affect you when you don't see them. Noted neuropsychologist Kurt Goldstein confirmed in his classic, *The Organism*, that a blindfolded person will experience physiological reactions under rays of different colors. In other words, the skin reads color, and our bodies, minds, and emotions respond.

Exactly how does this happen? Attached to the human brain is the pineal gland, which controls the daily rhythms of life. When light enters through the eyes or skin, it travels along neurological pathways to this pineal gland. Different colors give off different wavelength frequencies, and these different frequencies have different effects on us. Source <http://www.catholic.org>

Red

excitement, strength, sex, passion, speed, danger.

- Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.
- Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure.
- It has very high visibility that's why stop signs, stoplights, and fire equipment are usually painted red.
- In heraldry, red is used to indicate courage. It is the color found in many national flags.
- Red brings text and images to the foreground.
- Use it as an accent color to stimulate people to make quick decisions; it is a perfect color for 'Buy Now' or 'Click Here' buttons on Internet banners and websites.
- Red is widely used to indicate danger (high voltage signs, traffic lights).
- This color is also commonly associated with energy, so you can use it when promoting energy drinks, games, cars, and items related to sports and high physical activity.

If you want to draw attention, use red. It is often where the eye looks first. Red is the color of energy. It's associated with movement and excitement. People surrounded by red find their heart beating a little faster and often report feeling a bit out of breath. It's absolute the wrong color for a baby's room but perfect to get people excited. Wearing red clothes will make you appear a bit heavier and certainly more noticeable. (Some studies show red cars get more tickets but that maybe because the red car owners drive faster or the ticket giver notices the movement of the red car more prominently). Red is not a good color to overuse but using a spot of red in just the right place is smart in some cases (one red accent in a otherwise neutral room draws the eye; a red tie with a navy blue suit and white shirts adds just the right amount of energy to draw the eye (no wonder it's the "uniform of the day" at the seats of government). Red is the symbol of life (red blooded life!) and, for this reason, it's the color worn by brides in China. Red is used at holidays that are about love and giving (red roses, Valentines hearts, Christmas, etc.) but the true color of love is pink. Pink is the most calming of all colors often our most dangerous criminals are housed in pink cells as studies show that color drains the energy and calms aggression. Think of pink as the color of romance, love, and gentle feelings, to be in the pink is to be soothed.

Red color meanings in business

Red is a warm and positive color, a very physical color which draws attention to itself and calls for action to be taken.

In color psychology red means energy, passion, action, strength and excitement.

Red stimulates the physical senses such as the appetite, lust and sexual passion. Although it is often used to express love, it really relates more to sexual passion and lust pink relates more to romantic love

than red.

Red represents masculine energy, whereas its softer version, pink, is associated with feminine energy. Red, a universal sign of danger and warning, can also show and create aggressiveness and anger, particularly if used to excess in the wrong applications.

Physiologically, red stimulates and energizes the physical body, including the nerves and the circulation of blood, raising blood pressure and heart rate. It is stimulating to the appetite and therefore a great color to use for any product associated with food and its service, including restaurants and take-away businesses.

Red excites and motivates but in excess it can cause anxiety and tiredness. It also has negative connotations associated with blood, war and violence.

The color which most complements and balances red is turquoise, although green or blue will also create balance.

Positive Color Meanings in Business

- *action, power, energy, speed*
 - *passion, desire, lust*
 - *strength, courage*
- *attention-getting, motivating, stimulating, energizing*
 - *driven and determined*
- *exciting, warm, spontaneous, assertive and confident*

Negative Color Meanings in Business

- *aggression and anger*
 - *domineering, over-bearing and tiring*
- *quick-tempered, ruthless, fearful and intolerant*
 - *rebellious and obstinate*
 - *resentful, violent and brutal*

Using Red in Business:

Often used as a warning sign, red is best used as an accent color as too much red can overwhelm.

Red will always elicit a passionate response but the response may be either positive or negative and you may have no control over this response as it will be in the hands of your potential customer.

Red encourages buyers to take action and make a purchase. For example, it could be used to tempt an impulse buy at the purchase counter in your store, as footprints or arrows directing people around your store or to your cash register, or for a 'buy now' button on a website.

A touch of red can be used as one of the colors on your website to indicate your energy and passion for your business. In larger amounts it is effective in the promotion of products or services related to food and appetite, energy, passion or speed.

Light red represents joy, passion, sensitivity, and love.

Pink signifies romance, love, and friendship. It denotes feminine qualities and passiveness.

Dark red is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.

Brown suggests stability and denotes masculine qualities.

Reddish-brown is associated with harvest and fall.

Orange playfulness, warmth, vibrant

- Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and tropics.
- Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.
- To the human eyes, orange is seen as a very hot color, so it gives the sensation of heat.
- Orange increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity. It is highly accepted among young people.
- As a citrus color, orange is associated with healthy food and stimulates appetite.
- Orange is the color of fall and harvest.
- In heraldry, orange is symbolic of strength and endurance.
- Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design.
- Orange is very effective for promoting food products and toys.

Orange: color meanings in business

Orange is a warm, vibrant and flamboyant color. It is energy combined with fun, the color of the risk-taker, the extrovert and the uninhibited. In color psychology it means adventure, optimism, self-confidence and sociability.

Physiologically, orange vitalizes, inspires and creates enthusiasm. It is stimulating to the appetite and social conversation and therefore works well in restaurants and other food outlets. This can be achieved by using some form of orange in the décor, such as in the furnishings or the lighting. It does not need to be bright orange salmon, coral, terracotta and other versions of orange will work as well. An up market restaurant will look more elegant with subdued versions of orange. Combine with aubergine, purple, or blue for a unique, contemporary and classy look.

Psychologically, orange gives the impression of affordability, depending on the shade chosen and its combination with other colors. Too much orange can suggest cheapness. Use your own judgment on how it affects you if it looks cheap to you, it will do the same for others.

More gentle than red, orange represents a more feminine energy and the energy of creation.

Positive Color Meanings in Business

- *adventurous, risk-taking, vibrant, flamboyant*
- *stimulating to the senses*
- *affordable*
- *warm, sociable, optimistic, enthusiastic, cheerful*
- *self-confident, independent, extroverted and uninhibited*
- *creative flair*
- *warm-hearted, agreeable and informal*

Negative Color Meanings in Business:

- *superficial and insincere*
- *dependent, over-bearing, self-indulgent*
- *the exhibitionist, pessimistic*
- *cheap, unsociable, and overly proud*

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Using Orange in Business

Apply orange sparingly as it tends to be the most disliked color in the western world.

Use it to suggest adventure, fun, optimism, affordable yet reasonable quality, sociable and easy-going.

Orange is an invaluable color in encouraging sales in restaurants, café's, bistros and diners as it stimulates appetite and conversation, contributing to patrons eating and talking longer and spending more money.

Orange's stimulation to social communication and the senses makes it a beneficial color for hotels and resorts.

Travel websites should consider orange as one of their color choices for its association with journeys, adventure and exciting fun activities.

Sports teams can use orange in their colors to suggest energy, flamboyance and adventure.

Orange is an appealing color for the youth market as children and teens tend to like its sense of fun and adventure and its suggestion of affordability. It is also a great color to use on toys for young children, along with other bright primary and secondary colors.

A softer version of orange, such as peach is favorable in beauty salons, spas and treatment centers' and upper class restaurants.

Dark orange can mean deceit and distrust.

Red-orange corresponds to desire, passion, pleasure, domination, aggression, and thirst for action.

Gold evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. Gold often symbolizes high quality.

Yellow

warmth, sunshine, cheer, happiness

- Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.
 - Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy.
 - Yellow is often associated with food.
 - Bright, pure yellow is an attention getter that's why taxicabs are painted this color.
 - When overused, yellow may have a disturbing influence; it is known that babies cry more in yellow rooms.
 - Yellow is seen before other colors when placed against black; this combination is often used to issue a warning.
 - In heraldry, yellow indicates honor and loyalty. Later the meaning of yellow was connected with cowardice.
 - Use yellow to evoke pleasant, cheerful feelings.
 - Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design.
 - Men usually perceive yellow as a very lighthearted, 'kiddish' color, so it is not recommended to use yellow when selling prestigious, expensive products to men nobody will buy a yellow business suit or a yellow Mercedes.
 - Yellow is an unstable and spontaneous color, so avoid using yellow if you want to suggest stability and safety.
 - Light yellow tends to disappear into white, so it usually needs a dark color to highlight it.
 - Shades of yellow are visually unappealing because they lose cheerfulness and become dingy.
- Cheerful yellow the color of the sun, associated with laughter, happiness and good times. A person surrounded by yellow feels optimistic because the brain actually releases more serotonin (feel good chemical in the brain) when around this color. It is the color associated with optimism but be careful with

yellow, when intense, it is the color of flames and studies show babies cry more in (bright) yellow rooms and tempers flare more around that color too. It has the power to speed up our metabolism and bring out some creative thoughts (legal tablets are yellow for good reason!). Yellow can be quickly overpowering if over-used, but used sparingly in the just the right place it can be an effective tool in marketing to greater sales. Some shades of yellow are associated with cowardice; but the more golden shades with the promise of better times.

Yellow: color meanings in business

Yellow is a warm and happy color which creates a sense of cheerfulness and playfulness. Psychologically, it is optimistic, uplifting and illuminating, brightening people's spirits.

Yellow stimulates the logical side of the brain and mental clarity. It promotes wisdom and academic proficiency. It inspires original thinking and creative ideas.

Physiologically, yellow stimulates the mind and mental activity. It increases the analytical processes and our logical reasoning, helping with decision-making.

Too much yellow can cause anxiety, nervousness, apprehension, agitation and confrontation particularly in people who are already stressed. It can motivate people to become overly critical and judgmental, as well as deceitful.

Positive Color Meanings in Business

- *cheerful, happy, playful, fun*
- *optimistic, uplifting, illuminating*
- *logical, mental clarity, aids decision-making*
- *confidence, originality, creativity*
- *challenging, academic and analytical*
- *wisdom and logic*
- *communication of new ideas*

Negative Color Meanings in Business

- *critical and judgmental, overly analytical*
- *impatient and impulsive*
- *egotistical, pessimistic, an inferiority complex*
- *spiteful, cowardly, deceitful*
- *non-emotional and lacking compassion*

Negative Color Meanings in Business:

- *critical and judgmental, overly analytical*
- *impatient and impulsive*
- *egotistical, pessimistic, an inferiority complex*
- *spiteful, cowardly, deceitful*
- *non-emotional and lacking compassion*

Using Yellow in Business

Yellow is a great color for children's products, particularly combined with other bright primary or secondary colors. It is stimulating to their mind and their creativity.

For many leisure products, particularly those that promote playful and fun activities, yellow is a beneficial color. It will enhance the promotion of any fun and entertainment businesses.

Apart from the above types of businesses, in general it is best to use yellow as a highlight color too much can cause agitation and anxiety, particularly with older people. Avoid its use where you are trying to impart a message of stability.

Use yellow where you want to keep people moving. Most people cannot stay for long where there is a lot of yellow. Fast food outlets use it combined with red to encourage people to eat lots quickly then move on.

It is a good to incorporate yellow in the promotion of point of sale purchases the eyes see yellow first and with so many other distractions in retail stores, you need to capture your customer's attention quickly.

Don't use yellow to sell expensive items to men who see it as cheap and unsophisticated. Don't use dirty versions of yellow such as mustard they have negative connotations. Yellow with black provides a warning and is often used in safety signs for this reason. Dull (dingy) yellow represents caution, decay, sickness, and jealousy. Light yellow is associated with intellect, freshness, and joy.

Green **nature, fresh, cool, growth, abundance**

- Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility.
- Green has strong emotional correspondence with safety.
- Dark green is also commonly associated with money.
- Green has great healing power. It is the most restful color for human eyes; it can improve vision.
- Green suggests stability and endurance.
- Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice.
- In heraldry, green indicates growth and hope.
- Green, as opposed to red, means safety; it is the color of free passage in road traffic.
- Use green to indicate safety when advertising drugs and medical products.
- Green is directly related to nature, so you can use it to promote 'green' products.
- Dull, darker green is commonly associated with money, financial world, banking, and Wall Street.

The color of growth, nature, and money. A calming color also that's very pleasing to the senses. Dark forest green is associated with terms like conservative, masculine and wealth. Hospitals use light green rooms because they too are found to be calming to patients. It is also the color associated with envy, good luck, generosity and fertility. It is the traditional color of peace, harmony, comfortable nurturing, support and well paced energy.

Green: color meanings in business

Green is a color of growth and vitality, associated with new life and renewal.

Psychologically green relates to balance and harmony of the mind, the body and the emotions. It assists in decision making by helping us to see all sides clearly.

Physiologically, green balances people's emotions, creating a sense of calm.

Green is associated with nature, health and healing, and the environment, creating a sense of compassion and nurturing for all. It encourages generosity, kindness and sympathy.

Darker greens relate to money, wealth and prestige, while lighter greens relate to growth and freshness. Green is regarded as the color of money in the Western world.

Too much green can lead to feelings of envy, greed and selfishness. Dirty olive green can have negative connotations unless it is associated with the environment.

Positive Color Meanings in Business

- *growth and vitality, renewal and restoration*
- *self-reliance, reliability and dependability*
- *being tactful, emotionally balanced and calm*
- *nature lover and family oriented*
- *practical and down to earth*
- *sympathetic, compassionate and nurturing*
- *generous, kind and loyal with a high moral sense*
- *adaptable and flexible*
- *encourages 'social joining' of clubs and other groups, a need to belong*

Negative Color Meanings in Business

- *possessive and materialistic*
- *indifferent and over-cautious*
- *envious, selfish, greedy and miserly*
- *devious with money*
- *inconsiderate, a hypochondriac and a do-gooder*

Using Green in Business

Green is beneficial for anything to do with health and healing.

Green is an ideal color to promote natural, safe, organic products. It is also beneficial in the promotion of environmentally friendly products.

Green suggests something 'new' and fresh. Lime green creates an anticipation of the potential of what is on offer.

Green motivates people to join social groups and satisfies their need to belong.

Dark green is a good color for money and financial websites. Use green where you need people to see both sides of a situation as it aids in clear thinking and decision making.

Dark green is associated with ambition, greed, and jealousy.

Yellow-green can indicate sickness, cowardice, discord, and jealousy.

Aqua is associated with emotional healing and protection.

Olive green is the traditional color of peace.

Turquoise

Psychologically, turquoise represents clarity of thought and communication. It inspires self-expression, encouraging people to tune into their own needs.

Physiologically, turquoise calms the emotions and recharges the spirit, invigorating depleted energy levels and inspiring positive thought.

Turquoise is a beneficial color for any business related to communication, including teachers, trainers, public speakers, media communication and computer technology.

Turquoise is a good color for health clinics and practitioners as it balances the emotions and calms the spirit.

Using turquoise for cleaning products is ideal as it reflects cleanliness and purity without being too sterile.

Too much turquoise creates indecision as people swing between the blue energy and the yellow energy that comprises turquoise. Balance it with either some red, pink, magenta or purple.

Using Turquoise in Business

Turquoise is suitable for use in any business involved in media communication, teaching, public speaking or computers. It aids self-expression, clarity of thought and logical thinking.

Turquoise works well with businesses promoting water, whether it be pure water filtration companies, pool cleaning businesses, or water sports.

It has an innovative quality and appeal for sports related businesses and combines well with red, orange or yellow for these types of businesses.

Turquoise is suitable for both the male and female market and for all ages.

Combined with pale pink, lavender or pale lemon, turquoise has a feminine energy, ideal for the fashion or beauty market, gift or home wares stores.

Positive Color Meanings in Business

- *communication, clarity of thought*
- *balance and harmony, calmness*
- *idealism, creativity and inspiration*
- *self-expression*
- *compassion, healing and self-sufficiency*

Negative Color Meanings in Business

- *boastfulness*
- *secrecy*
- *unreliability and reticence*
- *fence-sitting*
- *aloofness, deception and off-handedness*

Blue

listed as the most popular color trust, reliability, belonging, coolness.

- Blue is the color of the sky and sea.
- It is often associated with depth and stability.
- It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.
- Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect.
- Blue is strongly associated with tranquility and calmness.
- In heraldry, blue is used to symbolize piety and sincerity.
- You can use blue to promote products and services related to cleanliness (water purification filters, cleaning liquids), air and sky (airlines, airports, air conditioners), water and sea (sea voyages, mineral water).
- Blue is linked to consciousness and intellect.
- Blue is a masculine color; according to studies, it is highly accepted among males.
- Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.
- Avoid using blue when promoting food and cooking, because blue suppresses appetite.
- When used together with warm colors like yellow or red, blue can create high-impact, vibrant designs; for example, blue-yellow-red is a perfect color scheme for a superhero.

Ask people their favorite color and a clear majority will say blue. Much of the world is blue (skies, seas). Seeing the color blue actually causes the body to produce chemicals that are calming; but that isn't true of all shades of blue. Some shades (or too much blue) can send a cold and uncaring message. Many bedrooms are blue because it's calm, restful color. Over the ages blue has become associated with steadfastness, dependability, wisdom and loyalty (note how many uniforms are blue). People tend to be more productive in a blue room because they are calm and focused on the task at hand. Some studies are showing that weight lifters can lift more weight in a blue gym in fact, nearly all sports are enhanced in blue surroundings.

Blue: color meanings in business

Blue is the most universally favored color of all and therefore the safest to use. It relates to trust, honesty and dependability, therefore helping to build customer loyalty.

Blue indicates confidence, reliability and responsibility. It relates to one-to-one communication rather than mass communication. It inspires wisdom and higher ideals but is also conservative and predictable.

Physiologically, blue is calming, reducing tension and fear. It slows the pulse rate and reduces appetite. Being a cool color it creates a sensation of space.

Blue adds strength and unity, and is therapeutic to the mind and body. It brings harmony to the spoken word.

Blue works well for the corporate world and is often used for more conservative types of businesses such as accountants, insurance companies, banks and other financial companies where trust and reliability are important.

Younger people see blue in general as a color relating to maturity and the adult market, unless it is a bright electric blue of course.

Too much blue can encourage boredom, manipulation or a rigid outlook.

Positive Color Meanings in Business

- *loyalty, trust and integrity*
- *tactful, caring and concerned*
- *reliability and responsibility*
- *conservatism and perseverance*
 - *idealistic and orderly*
- *authority, devotion and contemplation*
 - *peace and calm*

Negative Color Meanings in Business

- *rigid, deceitful and spiteful*
- *self-righteous, superstitious and emotionally unstable*
 - *too conservative, predictable and weak*
 - *unforgiving and frigid*
- *manipulation, unfaithfulness and distrust*

Using Blue in Business

Blue is best used for conservative corporate businesses where trust, dependability and honesty are important.

Communication websites which market to individual customers on a one-to-one basis would benefit with some blue in their marketing.

Hi-tech and computer technology businesses can benefit from most shades of blue combined with gray. As with turquoise, blue is recommended for any business involved in the area of cleanliness, whether it be cleaning products, water purification or mineral water. It is also beneficial to businesses, such as airlines, boating or air conditioning companies, that relate to the common associations of blue with the sky, air and water.

Websites promoting technology, medical equipment, cleanliness, male products, or both male and female products should use some blue in their colors.

Blue should not be used for food related businesses as it is a color that does not occur naturally in food, except for blueberries, and it is associated with mould and 'off' food. The only exception is sugar, where blue or blue-pinks are used on packaging because blue and pink are associated with sweetness.

Light blue relates well to the health and wellness industry, to travel and relaxation.

Dark blue is a serious color which inspires integrity and honesty and is often used by political organizations, religious organizations and legal firms for this reason.

Light blue is associated with health, healing, tranquility, understanding, and softness.

Dark blue represents knowledge, power, integrity, and seriousness.

Indigo

Indigo or deep midnight blue is a powerful color related to the right side of the brain. It resonates to the 'New Age' way of thinking.

Psychologically, indigo conveys integrity and deep sincerity and stimulates creativity and intuition. While it is connected to structure, tradition, ritual and ceremony, it can also transform people's thinking and beliefs into developing new insights and a pioneering spirit. It imparts a message of great responsibility and high ideals.

Physiologically, indigo helps broaden the mind and free it of fears and inhibitions.

Indigo is also the color of the fanatic and the conformist as well as the addictive personality. It can be depressing and boring to some people.

Positive Color Meanings in Business

- *integrity and sincerity*
- *structure and regulations*
 - *highly responsible*
 - *idealism*
 - *obedience*
- *highly intuitive, practical visionary*
 - *faithful*
- *commitment to the truth and selflessness*

Negative Color Meanings in Business

- *fanatical, judgmental, impractical*
 - *intolerant and inconsiderate*
- *depressed, fearful, self-righteous*
 - *a conformist addictive*
- *bigoted and avoiding conflict*

Using Indigo in Business

Indigo is a good choice when integrity and sincerity is your message. Funeral service businesses are an example of those that would benefit from the use of indigo as one of their colors.

Indigo is an advantage in businesses where structure and tradition are important, such as educational institutions, law firms and banks.

In businesses that look to the future indigo can help transform people's thinking.

Indigo combines well with other bright jewel colors such as magenta, emerald green, turquoise, and pink.

Purple

Humanitarian, selfless and unlimited

- Purple combines the stability of blue and the energy of red.
- Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition.
- It conveys wealth and extravagance.
- Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.
- Almost 75 percent children prefer purple to all the other colors.
- Purple is a very rare color in nature; some people consider it to be artificial.

Purple color meanings in business

Purple suggests wealth and extravagance, fantasy and the world of dreams. It enhances spiritual pursuits and enlightenment.

Physiologically, purple heightens people's sense of beauty and their reaction to more creative ideas.

Purple is often used to denote a high quality or superior product, such as Cadbury's chocolate or some women's cosmetics.

If you are in a service business, use some purple in your marketing to denote your premium service.

Purple is often connected with the 18 to 25 year old market as they see it as sexy and rebellious, while innovative designers connect it with sophistication and power.

Purple is most often used by businesses in creative fields designers, psychics and cosmetic manufacturers are common users of it.

Purple is a color that works well with gold, taupe, turquoise, jade green, deep red, magenta and yellow. Combined with orange it creates a unique contemporary look.

Positive Color Meanings in Business

- *unusual and individual, creative and inventive*
 - *psychic and intuitive*
- *humanitarian, selfless and unlimited*
 - *mystery, fantasy and the future*

Negative Color Meanings in Business

- *immaturity*
- *impractical*
- *cynical and aloof, pompous and arrogant*
 - *fraudulent and corrupt*
- *delusions of grandeur and the social climber*

Using Purple in Business

Purple is royalty, spirituality, dignity

Purple is more suitable for products and websites related to women or children, although younger men are slowly becoming more attuned to it.

Academic institutions often use medium shades of purple or violet as they inspire intellectual thought and achievement.

Purple portrays wealth and extravagance when combined with the richness of gold. This is difficult on a website as gold tends to look like a dull yellow which is not particularly positive in its message. It works very well on packaging and print material.

Pre-adolescent children are attracted to purple along with the other bright primary and secondary colors and these colors should always feature on products and marketing designed for this age group.

Lighter versions of purple are suitable for products and services targeted specifically at the female market. Lavender suggests nostalgia and works well for businesses selling old lace, sentimental handmade craft items and antique goods.

Light purple evokes romantic and nostalgic feelings.

Dark purple evokes gloom and sad feelings. It can cause frustration.

White

pure, virginal, clean, youthful, mild.

- White is associated with light, goodness, innocence, and purity.
- It is considered to be the color of perfection.
- White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation.
- White can represent a successful beginning.
- In heraldry, white depicts faith and purity.
- In advertising, white is associated with coolness and cleanliness because it's the color of snow.
- You can use white to suggest simplicity in high-tech products.
- White is an appropriate color for charitable organizations
- Angels are usually imagined wearing white clothes.
- White is associated with hospitals, doctors, and sterility, so you can use white to suggest safety when promoting medical products.
- White is often associated with low weight, low-fat food, and dairy products.

For most of the world this is the color associated with purity (wedding dresses); cleanliness (doctors in white coats) and the safety of bright light (things go bump in the night ... not the bright sunshine!). It is also used to project the absence of color, or neutrality. In some eastern parts of the world, white is associated with mourning. White associated with creativity (white boards, blank slates). It is a compression of all the colors in the color spectrum.

Using White in Business

In color psychology white is the color of new beginnings, wiping the slate clean, so to speak. It is the blank canvas waiting to be written upon. While white isn't stimulating to the senses, it opens the way for the creation of anything the mind can conceive.

Physiologically, white is calming as it creates simplicity, organization and efficiency out of chaos. It clears the way forward.

White's basic feature is equality, implying fairness and impartiality, neutrality and independence. It is a reassuring color which helps to create order and proficiency.

White amplifies everything in its way and too much of it can give an impression of sterility, coldness, disinterest and detachment.

White is useful in businesses where cleanliness is imperative, such as dental surgeries and medical centres, but these businesses need some green or pink to assist in healing and to create a calm and caring atmosphere for patients.

Positive Color Meanings in Business

- *innocence*
- *purity, cleanliness*
- *equality, complete and whole*
 - *simplicity*
- *immaculate and neat*
- *self-sufficient, pristine and open*
 - *new beginnings*

Negative Color Meanings in Business

- *sterile, stark*
- *fastidious*
- *empty, isolated*
- *cautious, critical and boring*

White is probably the best color to use as the background color for websites. It allows all other colors to reflect from it and makes all colors except yellow and pastels to be very readable.

Using white for negative space on your website makes it look clean, open and uncluttered.

With its suggestion of simplicity, cleanliness and safety, white works well for businesses promoting hi-tech products, kitchen appliances, bathroom items, infant and health related products and those promoting order and efficiency.

Depending on the business, it is advantageous to add other appropriate colors which will reflect the individuality of the business as, on its own, white is sterile and cold.

Black

sophistication, elegant, seductive, mystery

- Black is associated with power, elegance, formality, death, evil, and mystery.
- Black is a mysterious color associated with fear and the unknown (black holes).
- It usually has a negative connotation (blacklist, black humor, 'black death').
- Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie, black Mercedes).
- In heraldry, black is the symbol of grief.
- Black gives the feeling of perspective and depth, but the black background diminishes readability.
- A black suit or dress can make you look thinner.
- When designing for a gallery of painting or photography, you can use a black or gray background to make other colors stand out.
- Black contrasts well with bright colors. Combined with red or orange other very powerful colors black

gives a very aggressive color scheme.

Black is the color of authority and power, stability and strength. It is also the color associated with intelligence (doctorate in black robe; black horn rimmed glasses, etc.) Black clothes make people appear thinner. It's a somber color sometimes associated with evil (the cowboy in the black hat was almost always the "bad guy"). In the western hemisphere black is associated with grieving. Black is a serious color that evokes strong emotions; it is easy to overwhelm people with too much black.

Black Promotes self-confidence, power, and strength. But, too much black can make a person feel depressed. Dress in black if you need to make a good impression — except when you're trying to console a friend whose pet just died.

meanings in business

Psychologically black means authority, power and control. In many situations it can be intimidating, unfriendly and unapproachable. Alternatively, it can be seen as sophisticated, dignified and serious. Physiologically, black is intimidating and controlling, although its power can instill confidence in some. Black creates an air of mystery and secrecy. Sometimes people hide behind its unapproachable facade. In very small amounts it can add strength and confidence without becoming overpowering. Black is favored by the youth market aged approximately 16 to 25, who are still trying to find their own sense of identity and place in this world. Those who are achievement oriented and ambitious also favor black.

Black board with printing in any of the jewel colors of red, emerald green, magenta, or bright blue, or gold, silver or white will create a dramatic impression. Black packaging can make an item appear ex

Positive Color Meanings in Business

- *authority, power, control*
- *protection and comfort*
- *strong, contained, formal*
 - *sophisticated*
- *seductive, mysterious*
- *endings & beginnings*

Negative Color Meanings in Business

- *aloof*
- *depressing and pessimistic*
- *secretive and withholding*
- *conservative and serious*
 - *power & control*
- *sadness and negativity*

Black is beneficial for businesses selling luxury, elegance and sophistication. These types of businesses include those selling high quality professional products and luxury goods, and up market car companies.

Black packaging makes an item seem heavier and more expensive and of higher perceived value. It creates a classy and elegant impression.

Using black for selling and marketing products and services to the high end youth market, including music related businesses, is seen as cutting edge and trendy. The youth market tends to be attracted to black with its sophistication and rebelliousness.

Black can be used to create a dramatic effect when combined with bright, rich, jewel colors such as red, emerald, cobalt, yellow, magenta and orange. However, in general, using too much black can be intimidating and unfriendly think of the salesman with the black suit and tie or the black shirt and pants.

Magenta

Magenta is a color of universal harmony and emotional balance. It is spiritual yet practical, encouraging common sense and a balanced outlook on life.

Magenta represents universal love at its highest level. It promotes compassion, support and kindness and encourages a sense of self-respect and contentment in those who use it. It can assist ambitions and desires to become reality.

Physiologically magenta helps us to flow with life and let go of old ideas.

Magenta is a strong and inspiring color which can appear outrageous and shocking on one hand or innovative and imaginative on the other. It is particularly attractive to the non-conformists in the community.

Positive Color Meanings in Business

- *universal harmony and love*
 - *emotional balance*
 - *helps our spirit soar*
 - *spiritual yet practical*
- *encourages common sense*
- *loving, compassionate, supportive and kind*
- *imaginative, innovative, creative and artistic*
 - *non-conformist*

Negative Color Meanings in Business

- *avoids challenges*
 - *too relaxing*
- *can be over bearing and demanding*

Using Magenta in Business

In business applications, magenta is most suitable to those in artistic or creative fields, such as artists, costume or set designers, writers, photographers, inventors, artist supply shops or art dealers.

Magenta is a beneficial color for mentors and life coaches to use to assist their clients to let go of old ideas and to move forward in their lives. Its imaginative and innovative messages are encouraging to all who are looking to the future.

If you want to have an impact that says outrageous and lively in a positive way, magenta will do it for you! If you have a unique feature to your business, magenta will draw attention to it.

Pink

Pink soft, sweet, nurture, security

Psychologically pink is associated with compassion, nurturing, love, and romance. It is feminine and youthful in its softer shades, with more passion and energy in its deeper shades.

Pink is inspiring, warm and comforting, suggesting hope for the future. It is calming and non-threatening. Physiologically, pink calms and reassures our emotional energies, alleviating feelings of anger, aggression, resentment, abandonment and neglect.

Pink is usually used in businesses relating to the female market such as cosmetics, fashion, beauty and romance. Combining pink with darker colors gives it more sophistication and strength.

Positive Color Meanings in Business

- *unconditional and romantic love*
- *compassion and understanding, nurturing*
 - *warmth, hope, calming*
 - *sweetness, naiveté*
- *innocence and inexperience*
- *feminine and intuitive energy*

Negative Color Meanings in Business

- *over-emotional and over-cautious*
- *having emotional neediness or unrealistic expectations*
 - *being immature and girlish*
- *lack of will power and lack of self worth*

Using Pink in Business

Pink relates to compassion, warmth, hope and understanding, so many charities choose to use it as a major component of their marketing program.

Pink reflects a softness, sweetness and intuitive energy that works well for many products and websites promoting women's products and services, such as beauty salons, fashion businesses and cosmeticians. It is a beneficial color for candy stores and other businesses selling sweet products.

Brighter pinks are useful to promote less expensive and trendy products to the teenage and pre-teen market.

Dusty pink relates to those businesses marketing sentimental services and products, particularly to the older market.

Gold

Gold prestige, expensive

Psychologically gold is seen as the color of inner wisdom, quality and wealth. It is associated with prestige, luxury and material wealth, suggesting that a product or service is expensive and exclusive.

Physiologically, it can induce great feelings of happiness and bliss or alternatively, deep anxiety and fear.

Gold implies generosity of time, money and spirit. It is the color of victory, hence the use of gold medals for winners.

Gold used with purple can indicate wealth and beauty, and is associated with expensive luxury items.

Used with dark blue it suggests honesty, trustworthiness and success. Used with black it suggests extreme opulence, elegance and wealth.

Positive Color Meanings in Business

- *wealth and prosperity, abundance*
- *value, quality, luxury, expensive, opulence*
- *victory, achievement, grandeur, importance*
 - *happiness, beauty*
- *excellence, prestige, nobility, extravagance*
 - *attraction, wisdom*

Negative Color Meanings in Business

- *pretentiousness a sense of self-importance*
 - *intense and overwhelming*

Using Gold in Business

Businesses marketing items of high perceived value will benefit from the use of gold in their packaging and marketing. However gold doesn't translate well onto websites it becomes a dirty yellow which generally does not give a positive message.

Gold and navy or gold and black are good choices when selling quality products to men, whether it is used in packaging, promotional materials or on a website. Just be aware of how gold transcribes onto your website.

Gold combined with dark red, dark blue or dark green imparts a message of quality, wealth and prestige.

Silver prestige, cold, scientific

Silver is a color associated with prestige and wealth. It is seen as a sophisticated color related to female energy, prosperity and modernity. With its reflective qualities it relates to intuition, clairvoyance and mental telepathy.

Physiologically, silver is calming and soothing, with a lightness that is more uplifting than gray.

Silver is a fluid color, ever changing, calming, purifying. It is the color of the moon with its ever changing moods relating to emotional and sensitive energies it is compassionate. It has a degree of mystery about it like the moon itself.

Silver is patience, reflection, perseverance, dignified, soothing & calming, self control, organization and responsibility. It is illuminating and balancing (neither black nor white).

On packaging silver looks sleek, smooth, and lustrous. It has a coolness about it that relates to the future and science and technology.

Positive Color Meanings in Business

- *modern, sleek, high-tech, scientific*
- *glamorous, distinguished, elegant*
 - *conservative, prestige*
 - *calming and balancing*
- *illusion, intuition, imagination*
- *feminine power, sophisticated*
 - *wealth and riches*
- *aids mental, emotional and physical releasing and cleansing*
 - *illumination*

Negative Color Meanings in Business

- *cold and impersonal*
- *emotional and ever-changing*
 - *introspective*
 - *fence-sitting*
- *hiding from others*

Using Silver in Business

The color silver reflects quality craftsmanship and artistry and would benefit businesses offering a first class quality service or product or those selling exquisite items to the prestige market.

With its modern sleek appearance, silver is appropriate for the hi-tech, innovative computer market and scientific and technological companies.

Silver also works well for any businesses promoting and featuring quality modern appliances and equipment.

Silver doesn't work well as a color on websites because it just appears gray which can be cold and impersonal. However, combined with other colors that are appropriate for your target market, gray will take on the messages associated with the other colors and it will then work well for your website.

Gray Intellect, knowledge, wisdom, security

Gray is a conservative color signifying neutrality, indifference and reserve.

Physiologically, gray can drain you of energy, be depressing or uplifting, depending on how much lightness and white is in the gray. Dark gray is more depressing than light gray.

Gray serves as a good background for other colors as it doesn't attract attention, allowing the other colors to take prominence.

Gray suggests security, reliability, modesty, maturity and dullness. It can imply that you can't make decisions, 'the fence-sitter', that you don't have an opinion on anything.

Gray lacks energy; it is neither reassuring nor soothing, neither stimulating nor exciting, neither pleasing nor inviting. It needs to be combined with other colors to give it passion, energy and life.

Positive Color Meanings in Business

- *intellect, knowledge, wisdom, security*
- *perceived as long-lasting, and classic*
 - *sleek, professional, mature*
 - *refined, dignified, conservative*
 - *controlled and inconspicuous*
- *color of compromise between black and white*
 - *neutral, contemporary*

Negative Color Meanings in Business

- *boring, rigid*
- *melancholy, lonely*
- *lifeless (without color)*
- *bareness, subtle, staid*
- *indifferent, reserved, subtle, cold, poverty*

Using Gray in Business

Gray is a safe color to use in many business applications. It is neutral and serious and can be combined with almost any other color to impart different messages and to reach different target markets.

Gray is suitable for legal and financial websites to suggest power and control, particularly when combined with some white and black. Combining it with blue suggests credibility, trust and reliability.

Surprisingly, gold can work well with gray to suggest professional and high quality, but on a website the gold will tend to look like a dirty yellow which is not positive.

Light gray can create a hi-tech look when combined with other colors such as turquoise, light blue, dark blue or yellow.

Using Brown in Business

Brown is appealing to most men due to its strength, reliability, durability and practicality (it hides the dirt). It is not as well accepted by women unless they are involved in outdoor activities and farming.

With its connection to the outdoors and down-to-earth activities, brown is suitable for businesses promoting outdoor products and services. Earth moving, landscaping and farming businesses are inspired by the use of brown, along with anyone marketing wholesome and organic products.

Durability and credibility as well as homely and comfortable are positive messages given by the use of brown. Too much brown can be heavy, dull and boring. It can appear too staid, serious, passive and unsophisticated. Light brown suggests neatness, openness, approachability and friendliness.

Medium brown relates well to nature, wholesome food and agricultural products when you relate it to color meanings in business.

Dark brown relates well to sophisticated and professional men's products when combined with gold or cream.

Appetizing Colors

*“Warm colors like red and yellow stimulate the appetite
Cool colors like blue and green suppress the appetite”*

Red is an appetite stimulant. There are plenty of red foods, from tomatoes, to strawberries and red peppers. Red also stimulates conversation, so it's no surprise restaurants want to incorporate it into their color scheme. You'll eat a lot and enjoy your conversation. Red In the restaurant industry, red is king. Have you ever noticed that most, if not all, fast food franchises use red in their logos? While red isn't baby-friendly, it's a very valuable tool in drawing attention and getting people to crave food. It's associated with impulsiveness and excitement. Most importantly, red makes people hungry.

Red is, by far, the most common color associated with hunger and appetite stimulation. In a dining room setting, paint the walls a warm, rich red to create an instant mood. Choose a shade of red that is less fast food restaurant red and more elegant, Italian restaurant red. Bright, bold, primary color red works fine in an informal, eat-in-kitchen area, but for a formal dining room, it is simply too bright. Sometimes red walls can be too overpowering for the space, especially if it is a small room. In those cases, opt instead for red curtains, table linens or red accents throughout the room. Remember that the more red that is in the space, the more the guests' appetite will be subconsciously stimulated. Another easy way to add red is to place a red charger beneath a dinner plate or hang a rich burgundy red winemetal art on the wall. This creates a focal point for the meal and encourages guests to eat more without them even realizing it.

Orange is associated with need and hunger. Oranges, carrots and salmon come to mind. Orange is commonly used in restaurants as well, because like red it stimulates hunger, and restaurants want you to eat. Orange Like red, orange is associated with energy and excitement. If you walk into a fast food franchise, you'd be likely to see red and orange everywhere. It's no accident, since those two colors encourage people to eat quickly and leave. Orange is a very vibrant, lively color. Even though there's nothing calm about orange, it's still a warm color that makes people comfortable... and hungry.

Yellow is a sociable color. Lighting can adversely affect the yellow, so be careful how bright you go with it. Bright yellows are used liberally in fast food restaurants – think McDonald's. I wonder if they want you to focus more on talking and less on what you're eating. Yellow when you see yellow, your brain actually releases more serotonin (a chemical in the brain that makes you feel good). Yellow is a color that makes everyone feel good. The more optimistic a person feels, the more likely he will splurge on drinks, dessert, and a hearty meal. Bright yellows are typically seen in fast food restaurant signage, but almost all shades of yellow work well in a home dining room. From the sunshine yellow to the palest buttercup color, yellow stimulates the appetite and enlivens the spirit. It is a happy, cheerful color, and one evokes a positive response in most people. Painting the walls yellow is a logical choice for a dining room decorated in this color. Coordinating curtains, tablecloths, centerpieces, chair covers, accessories, and even china, can all be added to create a cheerful, appetite inducing decor.

Beige and Brown are earthy tones that create a calming atmosphere without suppressing appetites. Deep browns, dark woods for example, can make a room feel luxurious. These are also some of the most common colors in the foods we eat, apart from red and green, and it makes sense. Think meat, bread, and beans – protein and carbohydrates are important to our diets. Do you think deep browns feel luxurious, because it reminds you of a nice steak? Brown Much like green, brown is most associated with reliability, friendship, and wellness. It's the color of the earth itself. Any shade of brown works great as an accent. Be careful not to overuse the color, though. A logo, menu, website, or dining room that's primarily brown may send off a negative message, because brown can also represent filth.

Green is a soothing color that aids digestion. It is also known to help you focus. Perhaps if you eat your vegetables, you'll feel relaxed and get more done. Restaurants can use green in their décor to create a soothing ambiance, setting them apart from a stimulating restaurant done in red or orange. Green Nowadays, green is associated with growth, nature, and wellness. Many organic food products use green in their packaging. Green is also a calming color. Green walls in a restaurant dining room give off the message that the food is healthy and wholesome, and they also make the place look more welcoming. Green is another popular appetite stimulating color. In most restaurant uses it is a brighter, bolder green, but in the home dining room, even subdued greens will accomplish the task. Dining room walls painted an attractive green will not only encourage guests to eat, but they will also create a feeling of comfort and peace. The earthy nature of the color works especially well in dining rooms that are slightly less formal in decor; a striking tree wall art hanging that features green and other earth tones can be a naturally serene focal point. Green is also easy to include in the room with the use of plants. An attractive centerpiece with greenery and red and yellow accents would be the perfect way to tie all three appetite stimulating colors into the space in an unobtrusive way.

Blue is known to be a calming color, and a favorite of many. But when it comes to food, it isn't as popular. Blue acts as an appetite suppressant. If you want to eat less, try putting a blue light in your refrigerator or eating from a blue plate. How many blue foods can you think of that occur in nature? Blueberries are the only thing that comes to mind.

Gold: Gold symbolizes prestige and good health. Many fancy restaurants use gold moderately. Using too much gold can make a restaurant come off as tacky, so be careful. Next time you're out to dinner, pay attention to the colors of the décor, the dishes and the even the color of your food. Did you eat more at the restaurant with red walls? Or lose your appetite when eating off of a blue plate?

Colors to avoid

"Research has suggested that people prefer to consume food in a room painted in warm colors rather than cold colors. Unnatural colors, such as blue, pink, and yellow-green, suppress appetite because they're associated with rotten, spoiled, and toxic foods."

Blue: Most foods aren't blue, so the color serves as an appetite suppressant. Actually, many weight loss companies, exercise and diet programs, and gyms use the color blue to help people lose weight!

Black: Black is the color of mystery, so people tend not to trust the food ordered from a primarily black menu. The color is also associated with negativity and authority. It can work great as an accent, but too much black may easily overwhelm your customers.

Yellow-green: While yellow and green individually work great to stimulate hunger in people, combining those colors is a huge no-no. Yellow-green is an unnatural color that's usually associated with toxic chemicals.

Pink: A variant of red, pink doesn't make people hungry. It's an unnatural color that symbolizes romance, love, and gentle feelings. However, when it comes to food, pink can conjure up images of raw meat, artificial preservatives, and a slew of other gross images.

Now that you have an idea of which colors to use and avoid, you can successfully attract customers in this colorful world! Pink is a color that has proved to suppress the appetite and stop stress-related snacking. As part of a weight-control program at Johns Hopkins University in Baltimore, Maryland, patients are given a color square called bubble-gum pink to help them eat less. Even the National Institute of Mental Health has done studies showing that our mental health and behavior depend in part on having a normal balance of colors in our life.

Bright Lemon: In addition to causing headaches, colors can make a person feel nauseated or tired.

Bright lemon yellow is the most fatiguing of all colors. Why? The answer comes from the physics of light and optics.

Bright colors reflect more light, and as a result they excessively stimulate the eyes if you look at yellow for too long your eyes may get irritated.

Research shows that babies cry more in yellow bedrooms, and families are more apt to fight in yellow kitchens.

Violet Brings about a feeling of peacefulness and understanding; promotes sleep, suppresses appetite. But, too much violet can make a person feel disoriented. If you're having trouble sleeping, place a purple bulb in your bedside table lamp. Turn the light on when you go to bed.

But the news isn't all bad for yellow. The color is known to promote confidence and learning. So while that yellow classroom may contribute to Ariella's headaches, at the same time it might actually be helping her solve those challenging square root equations.

Other colors also have positive effects on people. For instance, *blue* helps the body relax, and **orange** tends to improve a person's mood and appetite.

Color Characteristics

Color schemes are harmonious color combinations that use any two colors opposite each other on the color wheel, any three colors equally spaced around the color wheel forming a triangle, or any four colors forming a rectangle (actually, two pairs of colors opposite each other).

There are six classic color schemes: Monochromatic, Analogous, Complementary, Split Complementary, Triadic, and Tetradic (also called Double Complementary).

Color wheel

The colors of the visible spectrum arranged into a circle. Color Wheel Pro supports two types of color wheel: a mixing colors wheel (RYB), and a visual color wheel (RGB).

Hue

The color in its purest form, with no black, gray, or white added. For example, scarlet, crimson, and pink have the same hue – red. You can see hues on the outer edge of the color wheel and in the spectrum.

Lightness

The 'blackness' or 'whiteness' of the color. In terms of Color Wheel Pro, black has the lightness of 1, pure hue has the lightness of 0, and white has the lightness of 1:



Primary colors

The basic colors that can be mixed to make all other colors. The primary colors cannot be made by combining other colors.

Mixing primaries: Red, yellow, blue (RYB)

Visual additive primaries: Red, green, blue (RGB)

Visual subtractive primaries: Cyan, magenta, yellow (CMY)

Saturation

The amount of hue in proportion to the neutral gray of the same lightness that is the intensity of color. In this example, the leftmost swatch has the saturation of 1 (maximum value) and the rightmost swatch has the saturation of 0 (minimum value).

Secondary colors

Colors that are made by mixing two adjacent primary colors. For example, red and blue light mixed give magenta light.

Mixing secondary colors: Orange, violet, and green (according to Johannes Itten)

Visual additive secondary colors: Cyan, magenta, and yellow (CMY)

Visual subtractive secondary colors: Red, green, blue (RGB)

Shades

Shades are mixtures of a hue and black. This example shows five different shades of red:



Tints

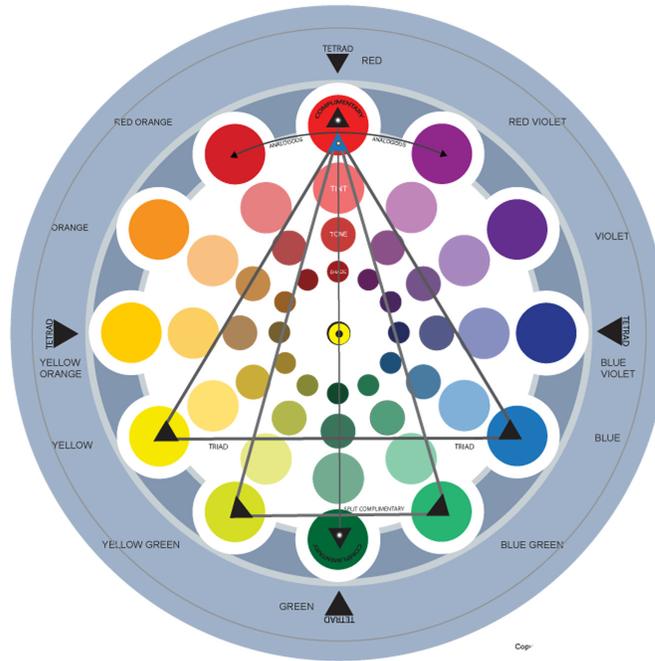
Tints are mixtures of a hue and white. This example shows five different tints of red:



Tones

Tones are mixtures of a hue and its complement or grays. This example shows five different tones of red:





With the Hue ColorLink you can find all the harmonious schemes describe below

Monochromatic Color Scheme

The monochromatic color scheme uses variations in lightness and saturation of a single color. This scheme looks clean and elegant. Monochromatic colors go well together, producing a soothing effect. The monochromatic scheme is very easy on the eyes, especially with blue or green hues.

Analogous Color Scheme

The analogous color scheme uses colors that are adjacent to each other on the color wheel. One color is used as a dominant color while others are used to enrich the scheme. The analogous scheme is similar to the monochromatic, but offers more nuances.

Complementary Color Scheme

The complementary color scheme consists of two colors that are opposite each other on the color wheel. This scheme looks best when you place a warm color against a cool color, for example, red versus green-blue. This scheme is intrinsically high-contrast.

Split Complementary Color Scheme

The split complementary scheme is a variation of the standard complementary scheme. It uses a color and the two colors adjacent to its complementary. This provides high contrast without the strong tension of the complementary scheme.

Triad Color Scheme

The triadic color scheme uses three colors equally spaced around the color wheel. This scheme is popular among artists because it offers strong visual contrast while retaining harmony and color richness. The triadic scheme is not as contrasting as the complementary scheme, but it looks more balanced and harmonious.

Tetrad (Double Complementary) Color Scheme

The tetradic (double complementary) scheme is the most stronger because it uses two complementary color pairs. This scheme is hard to harmonize; if all four hues are used in equal amounts, the scheme may look unbalanced, so you should choose a color to be dominant or subdue the colors.

The image displays a grid of 12 color scheme examples for a portrait, arranged in a 4x3 grid. Each example is labeled with a color scheme name:

- Monochromatic:** The portrait is rendered in various shades of brown and tan.
- Analogous:** The portrait uses colors from the same color family, such as orange, yellow, and green.
- Complementary:** The portrait uses two colors opposite each other on the color wheel, such as yellow and purple.
- Split Complementary:** The portrait uses a base color and two colors adjacent to its complement, such as yellow, purple, and blue.
- Triad:** The portrait uses three colors equidistant on the color wheel, such as red, yellow, and blue.
- Tetrad:** The portrait uses four colors arranged in two complementary pairs, such as red, yellow, blue, and green.
- Neutral/Gray:** The portrait is rendered in various shades of gray, black, and white.
- Primary Color:** The portrait uses the three primary colors: red, yellow, and blue.
- Secondary Color:** The portrait uses the three secondary colors: green, orange, and purple.

Below the grid, there is a section titled "TERTIARY COLORS COMBINATION" with three sets of color swatches:

- Swatch 1: Blue, purple, red, orange, yellow, green.
- Swatch 2: Purple, blue, green, yellow, orange, red.
- Swatch 3: Red, orange, yellow, green, blue, purple.

At the bottom of the page, there is a section titled "Color Wheel Harmonious Scheme" with a small logo on the right.

