SUMMARY COLOUR

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Colour terms:

- “Hue: synonymous with “color” or the name of a specific color; traditionally refers to one of the 12 colors on the color wheel
- Shade: a hue darkened with black
- Tone: a hue dulled with gray
- Tint: a hue lightened with white
- Saturation: refers to the intensity or purity of a color (the closer a hue approaches to gray, the more desaturated it is)
- Value: refers to the lightness or darkness of a color.”

Colour harmonies

- “Monochromatic: various shades, tones, or tints of one color; for instance, a range of blues varying from light to dark; this type of scheme is more subtle and conservative
- Analogous: hues that are side by side on the color wheel; this type of scheme is versatile and easy to apply to design projects
- Complementary: opposites on the color wheel, such as red/green or blue/orange; complementary colors are high-contrast and high-intensity, but can be difficult to apply in a balanced, harmonious way (especially in their purest form, when they can easily clash in a design)
- Split-Complementary: any color on the color wheel plus the two that flank its complement; this scheme still has strong visual contrast, but is less jarring than a complementary color combination
- Triadic: any three colors that are evenly spaced on the color wheel
- Tetradic/Double-Complementary: two complementary pairs; this scheme is very eye-catching, but may be even harder to apply than one pair of complementary colors, since more colors are more difficult to balance. If you use this type of scheme, you’ll want to choose one of the four to be the dominant color and adjust the saturation/value/etc. of some or all the colors so they work well in different parts of your design like the text and background.”

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