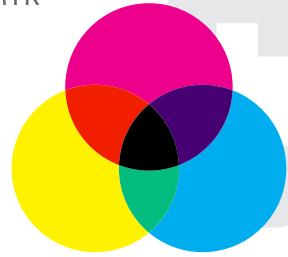


# COLOR THEORY

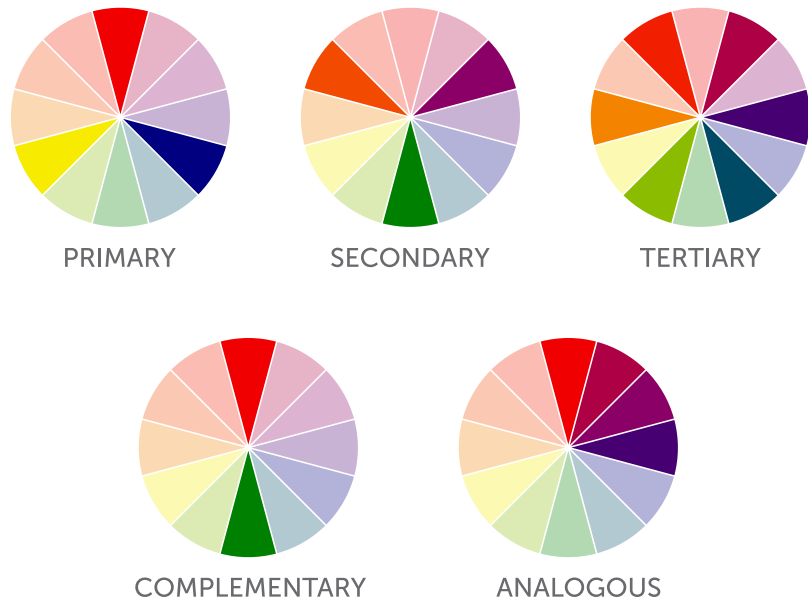
## QUICK REFERENCE SHEET FOR DESIGNERS

### SUBTRACTIVE

CREATED WITH INK;  
START WITH WHITE, ADD COLOR.  
CMYK



### COLOR TYPES

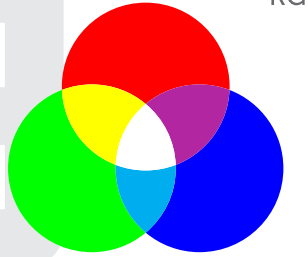


### MEANINGS

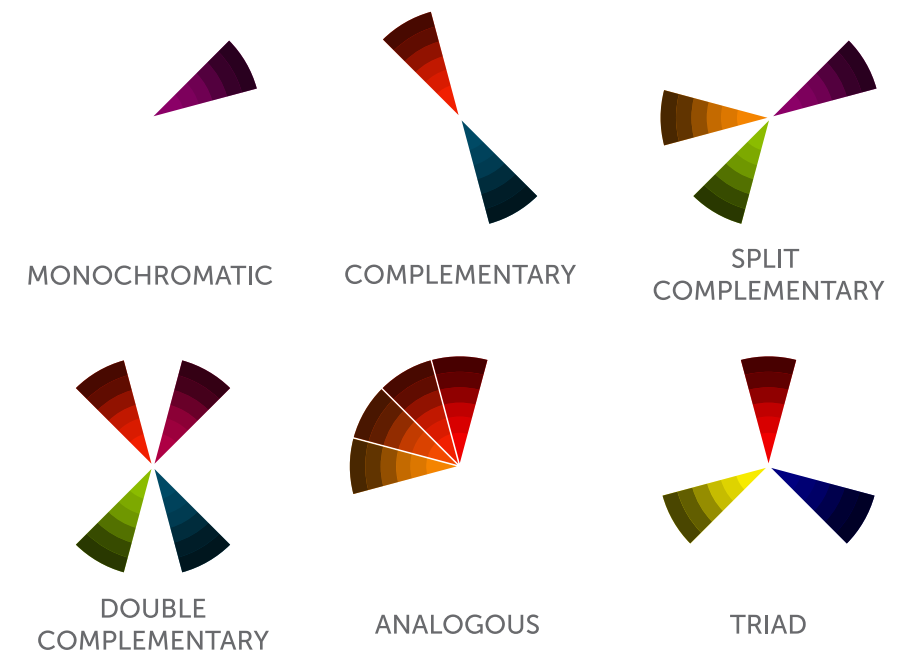
- Red:** INTENSE. FIRE & BLOOD. ENERGY, WAR, DANGER, LOVE PASSIONATE, STRONG.
- Purple:** SKY, SEA. DEPTH, STABILITY, TRUST MASCULINE, TRANQUIL.
- Blue:** ROYALTY, POWER. NOBILITY, WEALTH, AMBITION DIGNIFIED, MYSTERIOUS.
- Yellow:** SUNSHINE, JOY. CHEERFULNESS, INTELLECT, ENERGY ATTENTION-GETTER.
- Green:** NATURE, GROWTH. FERTILITY, FRESHNESS, HEALING SAFETY, MONEY.
- Orange:** WARM, STIMULATING. ENTHUSIASM, HAPPINESS, SUCCESS CREATIVE, AUTUMN.

### ADDITIVE

CREATED WITH LIGHT;  
START WITH BLACK, ADD COLOR.  
RGB



### COLOR RELATIONSHIPS



### TERMS

**CHROMA:** How pure a hue is in relation to gray  
**SATURATION:** The degree of purity of a hue  
**INTENSITY:** The brightness or dullness of a hue  
**LUMINANCE/VALUE:** A measure of the amount of light reflected from a hue  
**SHADE:** A hue produced by the addition of black  
**TINT:** A hue produced by the addition of white