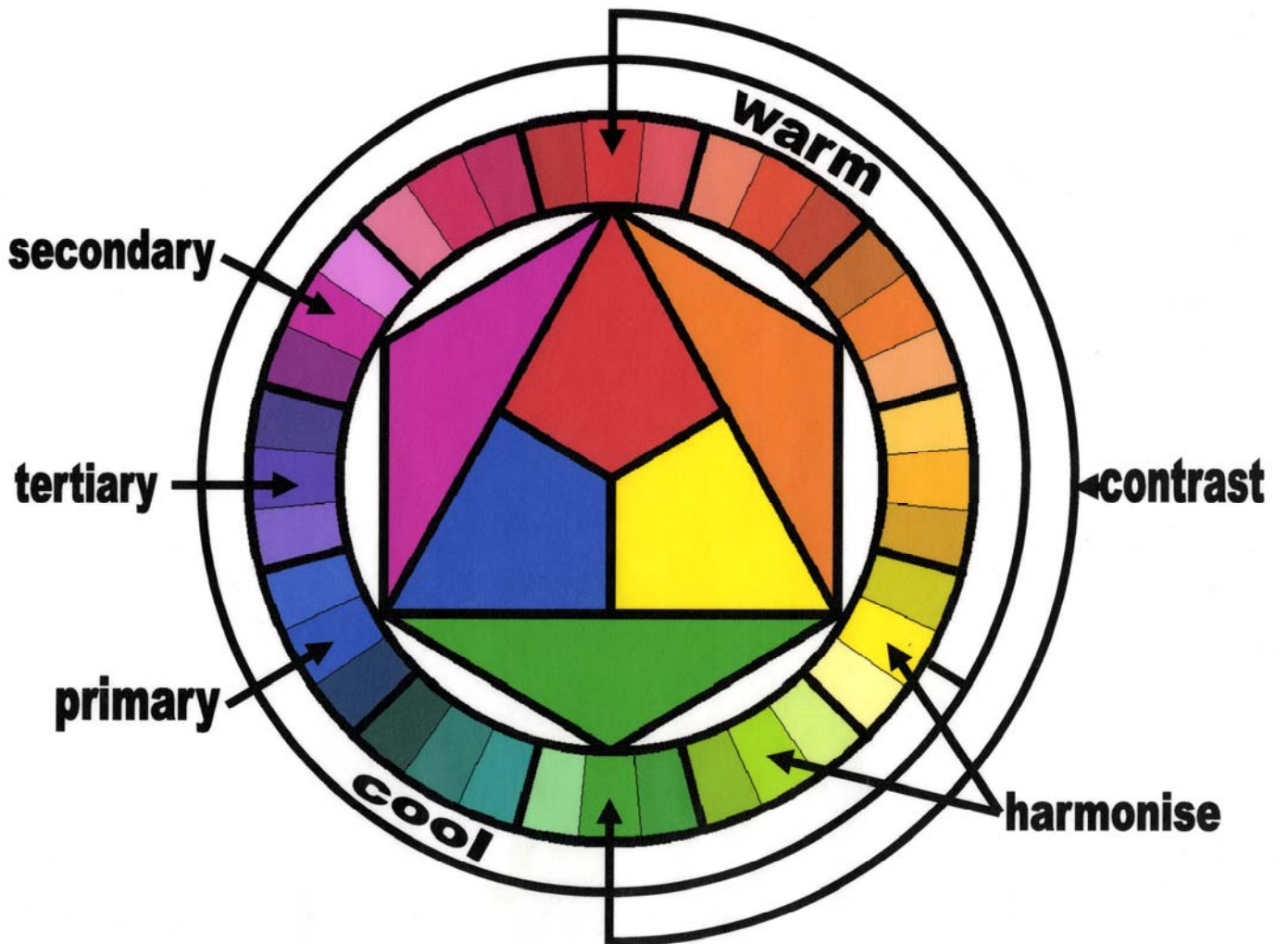


# COLOUR BASICS



### The Primary Colours

- Are red, yellow and blue – all other colours are produced by mixing these colours together.

### The Secondary Colours

- Are violet, orange and green – and are made by mixing two primary colours in equal quantities.

### The Tertiary Colours

- Are made when primary and secondary colours are mixed in equal quantities.

### The Colour Wheel

- Show how these colours relate to each other

### Harmony

- Is created when colours close to each other on the outside of the wheel are used together. Harmony is easy on the eye.

### Contrast

- Occurs when colours far apart on the colour wheel are used together. Contrast is eye-catching. Contrasting colours are described as complementary.

### Warm Colours

- Reds, yellows and oranges are warm colours. They are also known as advancing colours – rooms can seem smaller.

### Cool Colours

- Blues, greens and violets do exactly the opposite. They are also known as receding colours – rooms can seem bigger.

### Tone

- Is used to describe how strong or weak a colour is.

### Tints and Shades

- Are used to increase colour options. Adding white makes a tint. Adding black or grey makes a shade.

When using a colour scheme, use **one** of the following rules.

1. Any colours near each other (within any third of the colour wheel) will always work together to create a **harmonious** colour scheme.

**OR**










2. Any two colours which are opposite each other on the wheel look good together and make a **bold** scheme.

**OR**

3. Any three colours which are equally spaced on the colour wheel work together to make an **exciting** scheme.

## Colour and Moods

Different colours create different moods and feelings. Designers make use of this. When you choose colours don't select individual colours: instead think of the effects created by colour combinations. Below are some colours and moods, feelings associated with them:-

Red		-	Warm exciting, vibrant, passionate, dangerous.
Orange		-	Warm, happy, sunny, energy.
Yellow		-	Warm, happy, sunny, cheerful, sparkling.
Green		-	Cool, restful, natural, calm.
Blue		-	Cool, elegant, sophisticated, formal, classy.
Purple		-	Rich, pompous, regal.
Violet		-	Cool, peaceful, solitary.
Greys/Browns		-	Natural, restful, calm, elegant, earthy, safe, reliable.
Black and White		-	Dramatic, elegant, stylish, opposing, contrasting.

## Use of Colour in Communication

Colour is widely used in communication:

- As a symbol e.g. flags.
- To give instructions e.g. traffic lights.
- To show group identity e.g. team colours.
- To organise and identify e.g. colour coding.
- To promote business e.g. company logos, corporate colours.
- To promote sales e.g. in packaging.