

# COLOR THEORY

## Color Models



**CMYK:** Cyan, Magenta, Yellow, Black  
Print Process Model



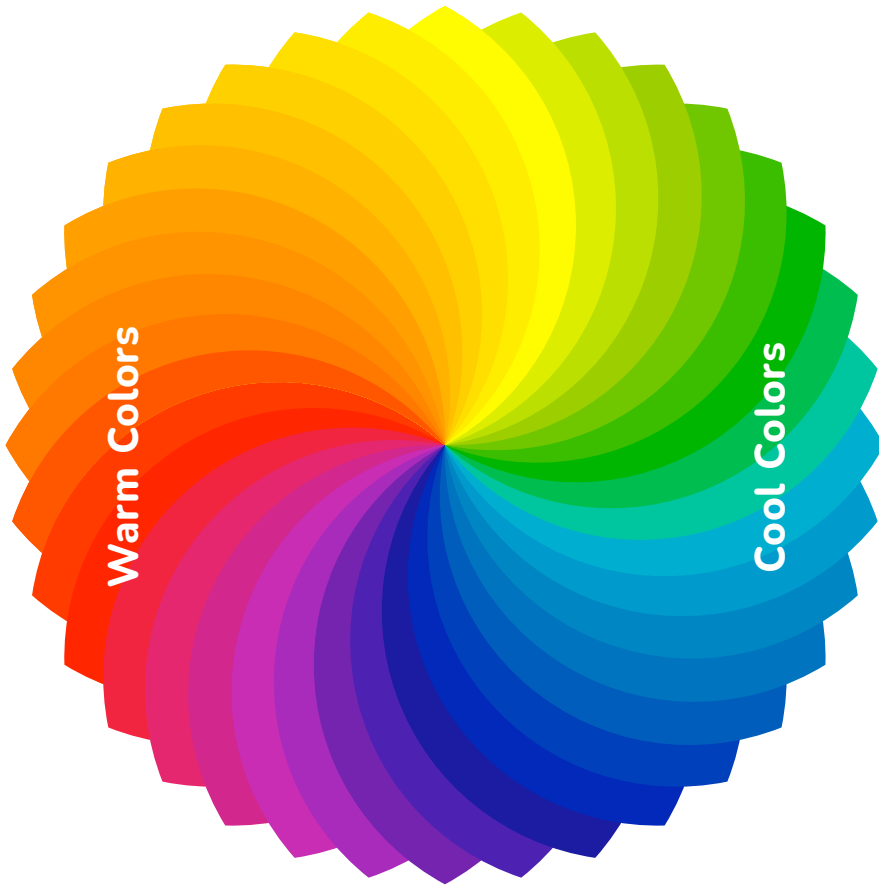
**RGB:** Red, Green, Blue  
Light Generated Model



**HSB:** Hue, Saturation, Black Percentage  
Display Color Model



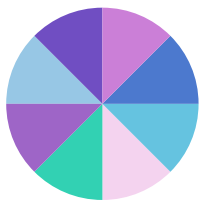
**Grey Scale:** Black and White Only



## Color Meanings

-  Love, Blood, Fire, Energy, Strong, Intense
-  Power, Wealth, Ambition, Noble, Royalty
-  Sea, Trust, Sky, Stability, Tranquil, Depth
-  Freshness, Nature, Money, Growth, Safety
-  Energy, Sunshine, Brightness, Cheerful, Joy
-  Warm, Happiness, Success, Autumn, Creativity

## Color Properties



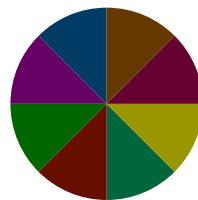
COOL



WARM



BRIGHT



DARK

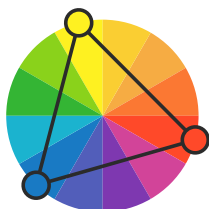


SATURATED

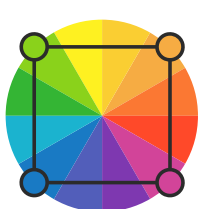


DESATURATED

## Color Relationships



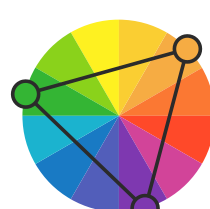
PRIMARY



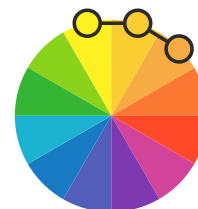
SQUARE



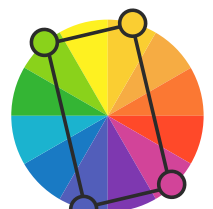
COMPLEMENTARY



TRIAD



ANALOGOUS



TETRADIC