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

- 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