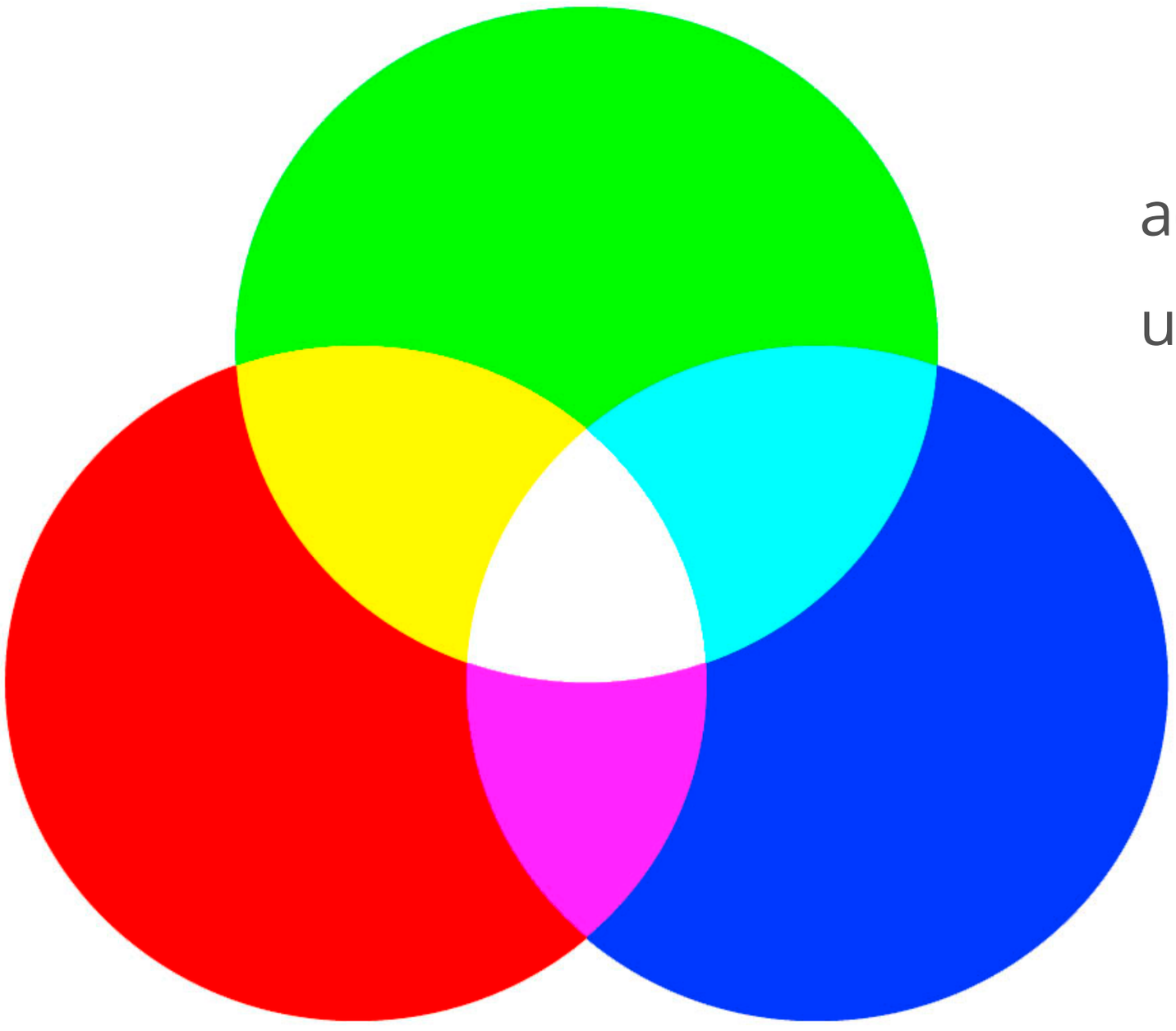
colors

www.yourinspirationweb.com

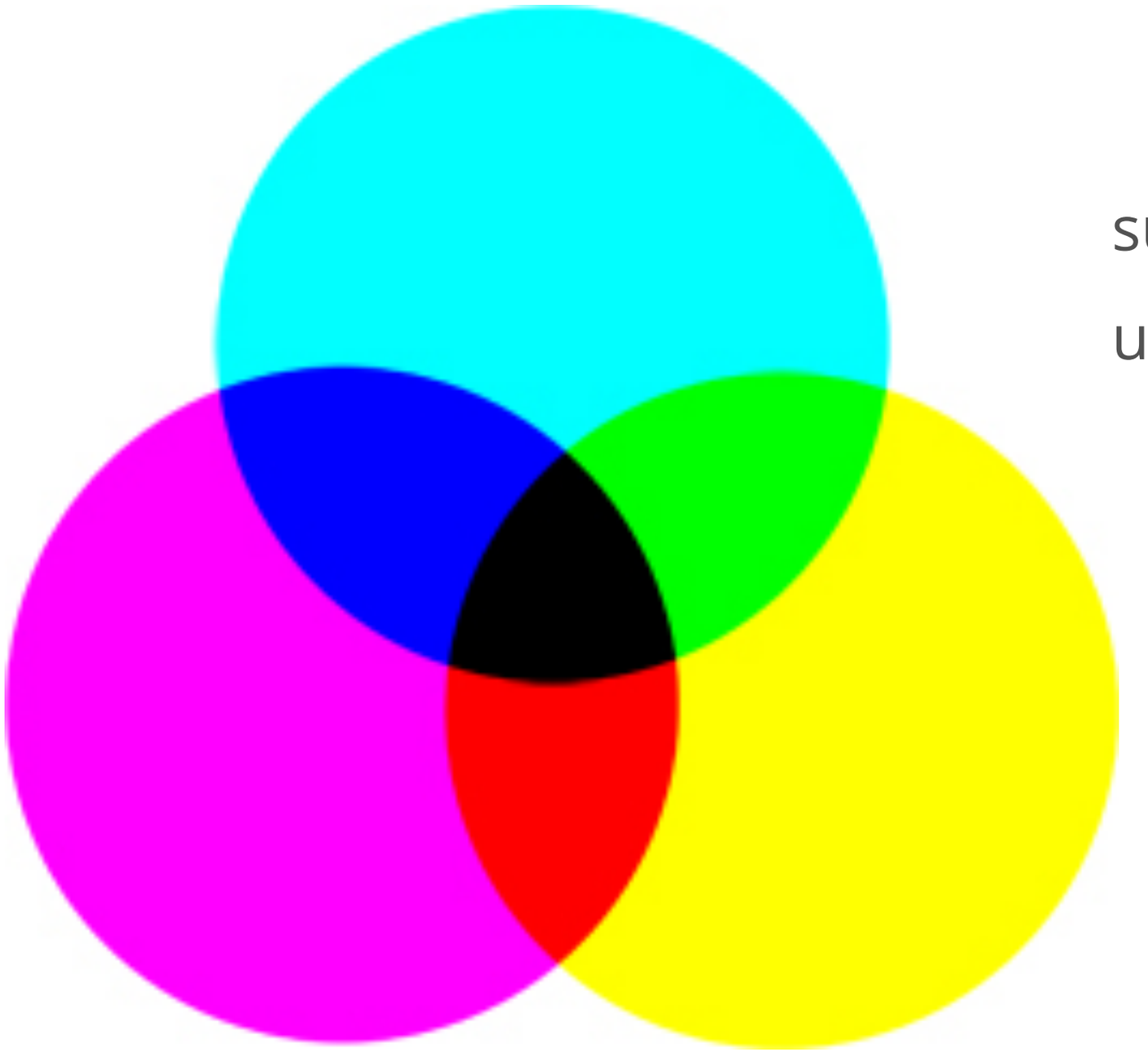
RGB model



additive

used for: web

CMYK model



subtractive

used for: print

color wheel

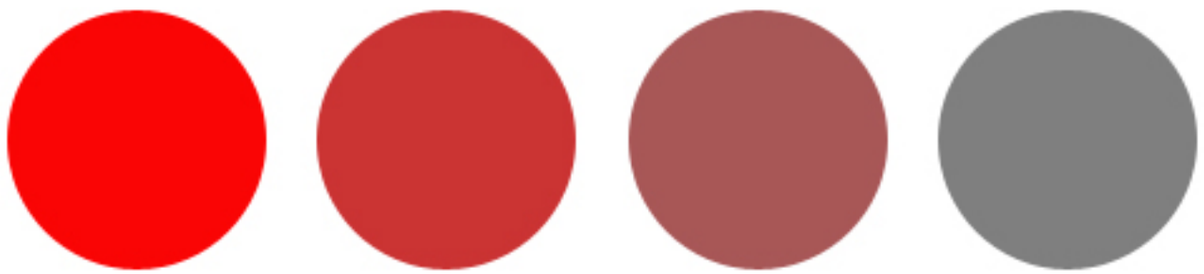
color wheel

- Primary colors: **red**, **yellow**, **blue**
- Secondary colors: obtained by mixing two adjacent primary colors
- Tertiary colors: obtained by mixing a primary color with a secondary color

lightness

you can change color’s brightness by adding a percentage of white or black

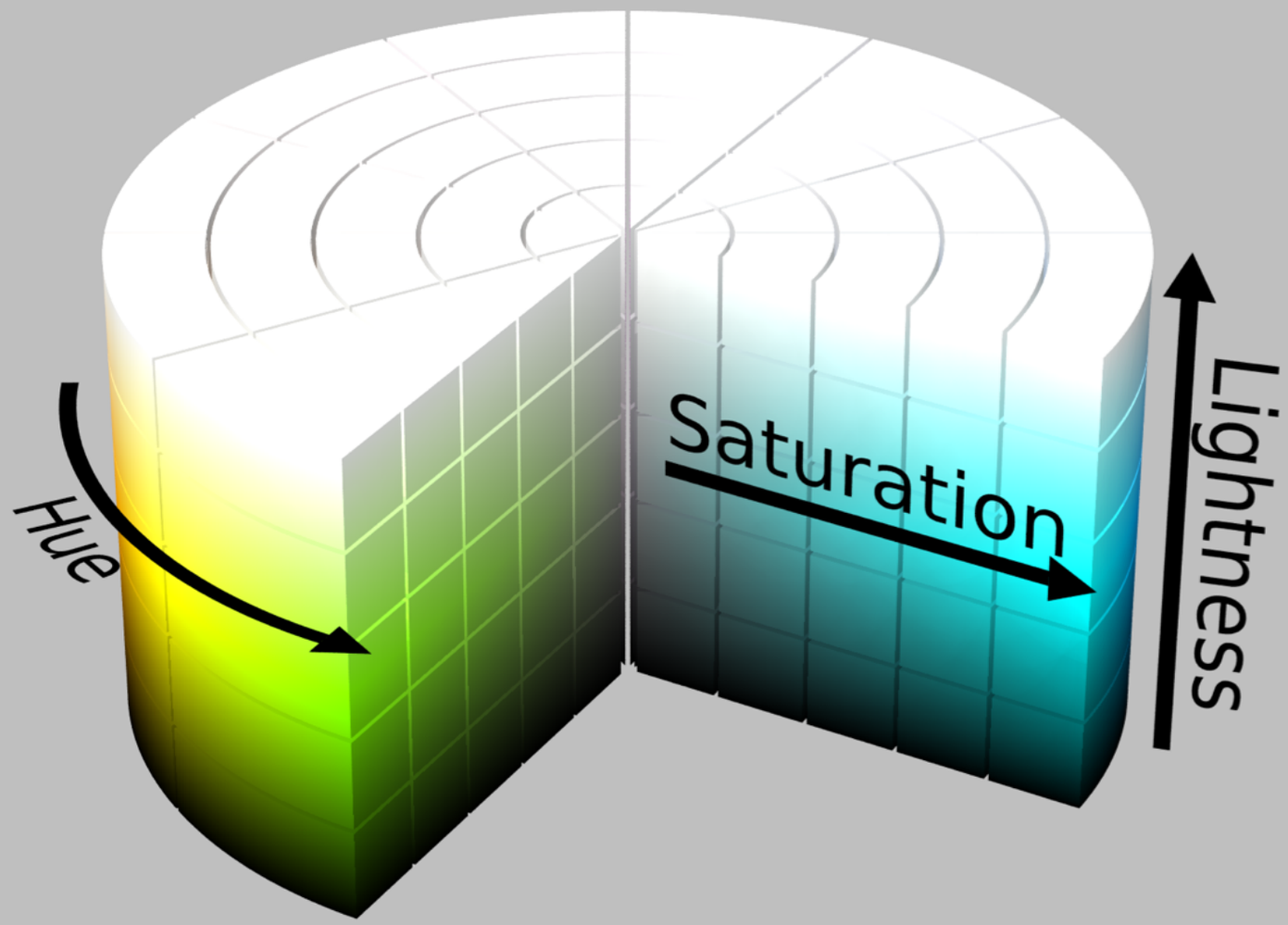
saturation



The saturation measures the intensity, the fullness of a color.

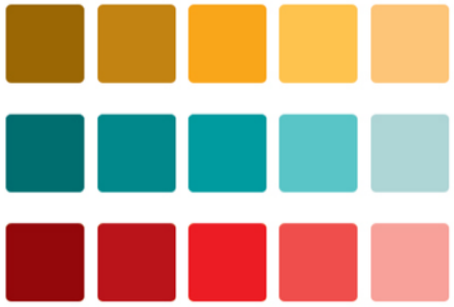
With a full saturation, color is vivid, pure. Lowering the saturation we will have a more and more opaque color, until gray.

HSL



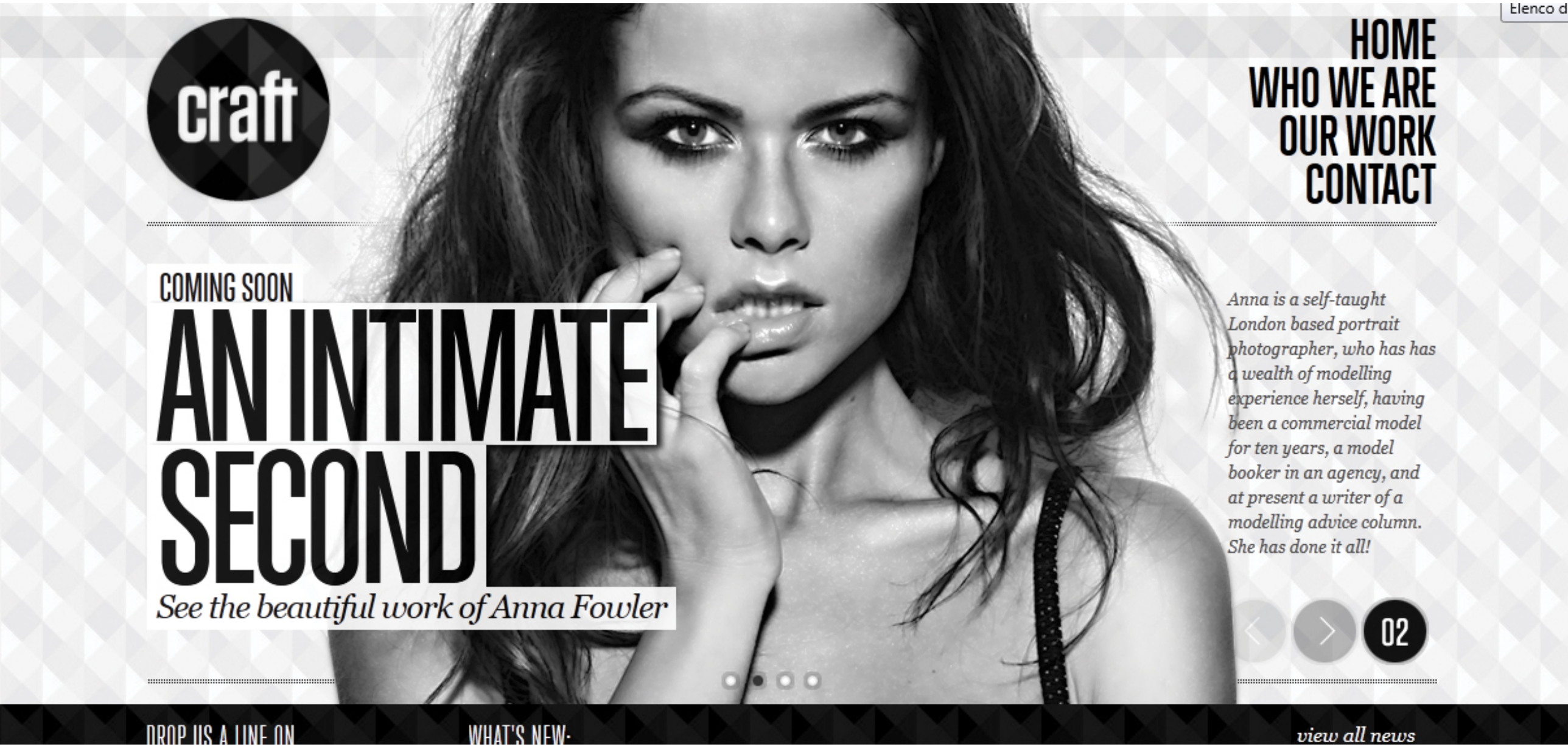
color patterns

monochromatic



color patterns

achromatic



color patterns

complementary

color patterns

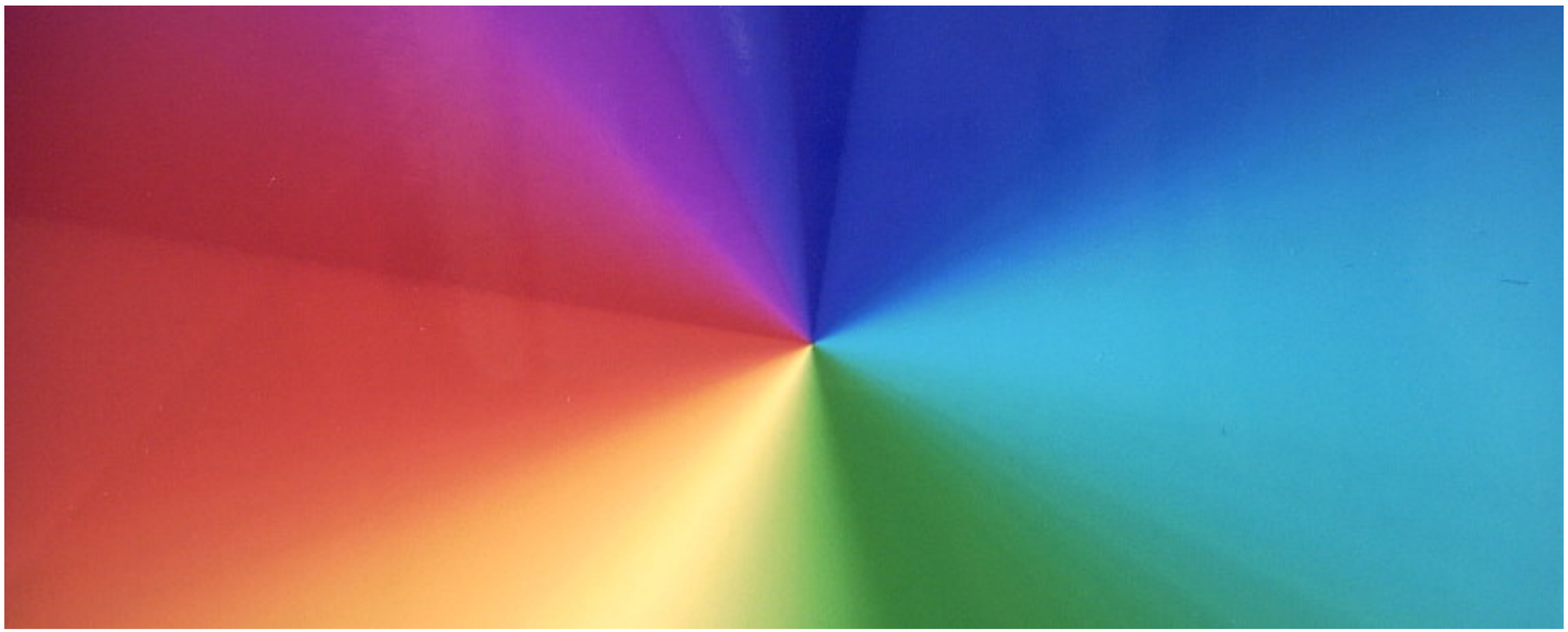
contrasting

web tools

adobe color

coolors.co

choosing colors



consider:

- content
- target

blue

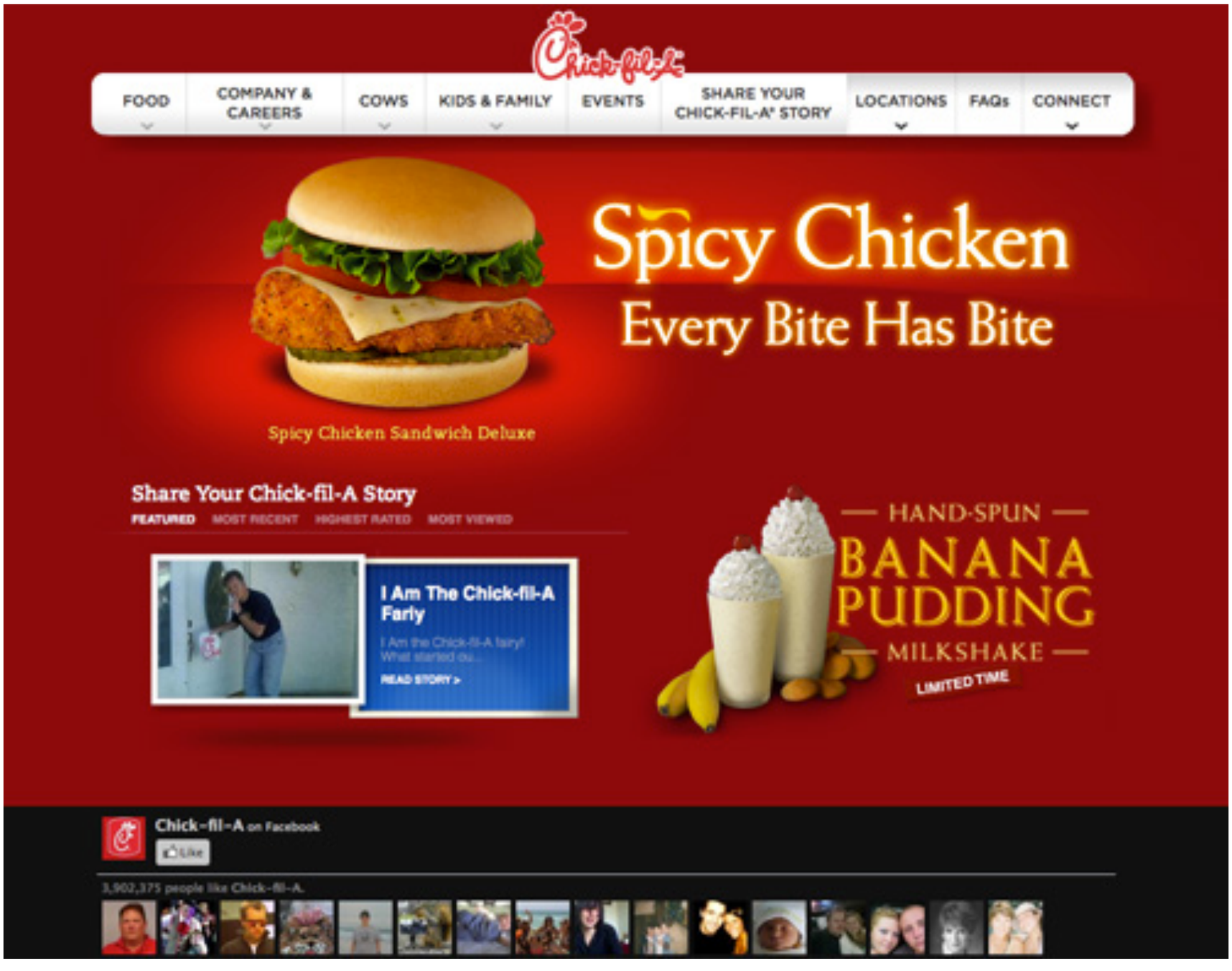
Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

green

Is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

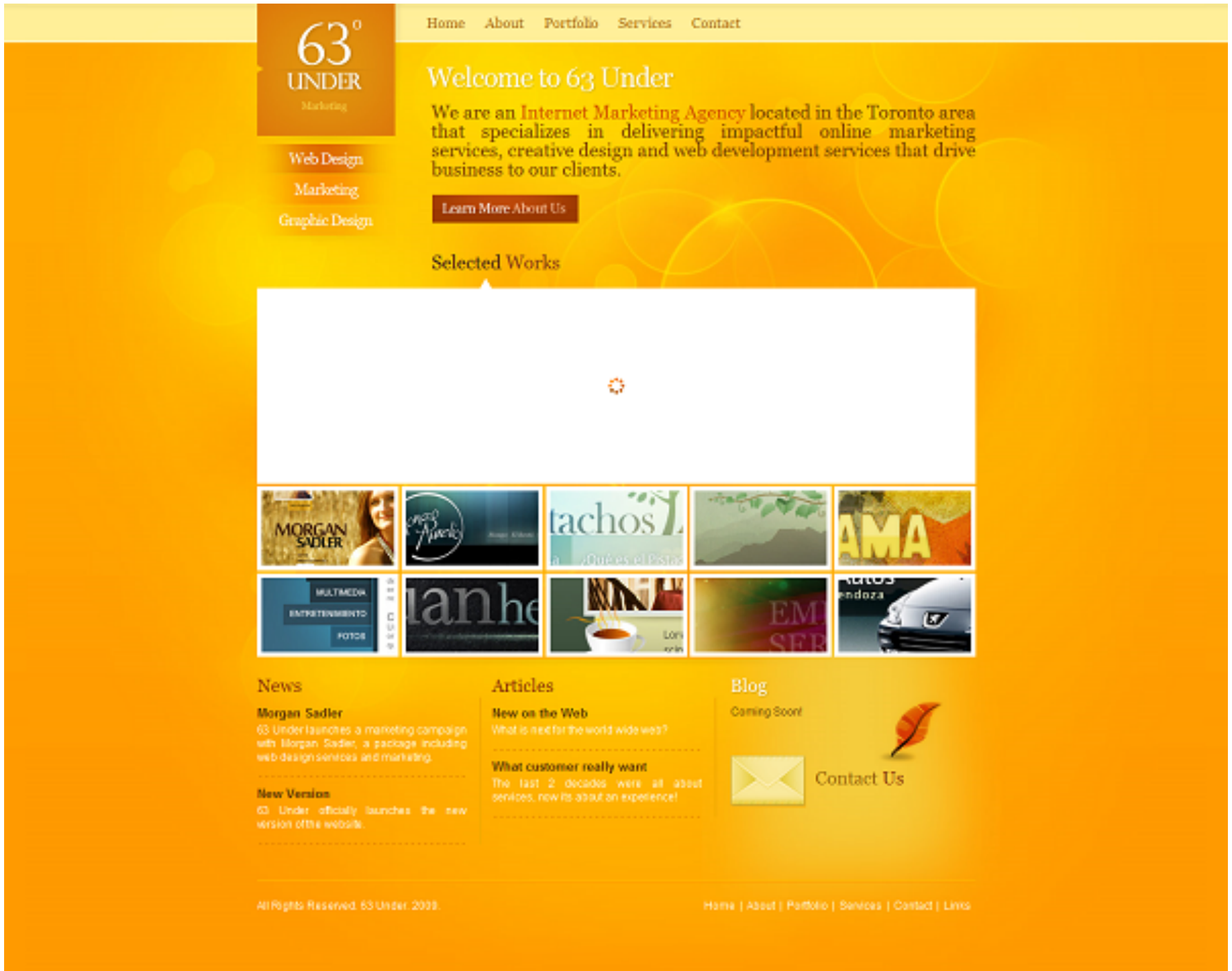
red

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.



yellow

Is the color of sunshine. It's associated with joy, happiness, intellect, and energy. It produces a warming effect and stimulates mental activity.



orange

combines the energy of red and the happiness of yellow and represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

pink

Is the color with more relaxing properties. It is associated with femininity and gives an idea of authenticity and transparency.

purple

Purple combines the stability of blue and the energy of red. Purple is associated with royalty, dignity and mystery. It symbolizes power, nobility, luxury, and ambition.

black

Black is associated with power, elegance, formality, death, evil, and mystery.

white

White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.