



2 HOW TO COMBINE COLORS

Now that we've covered common color associations, we can go through the process for creating different color combinations. To do this, we must first learn the different classifications of colors, depending on their placement on the color wheel.

Warm Colors

For example, the warm colors on the wheel are the reds, oranges and yellows:



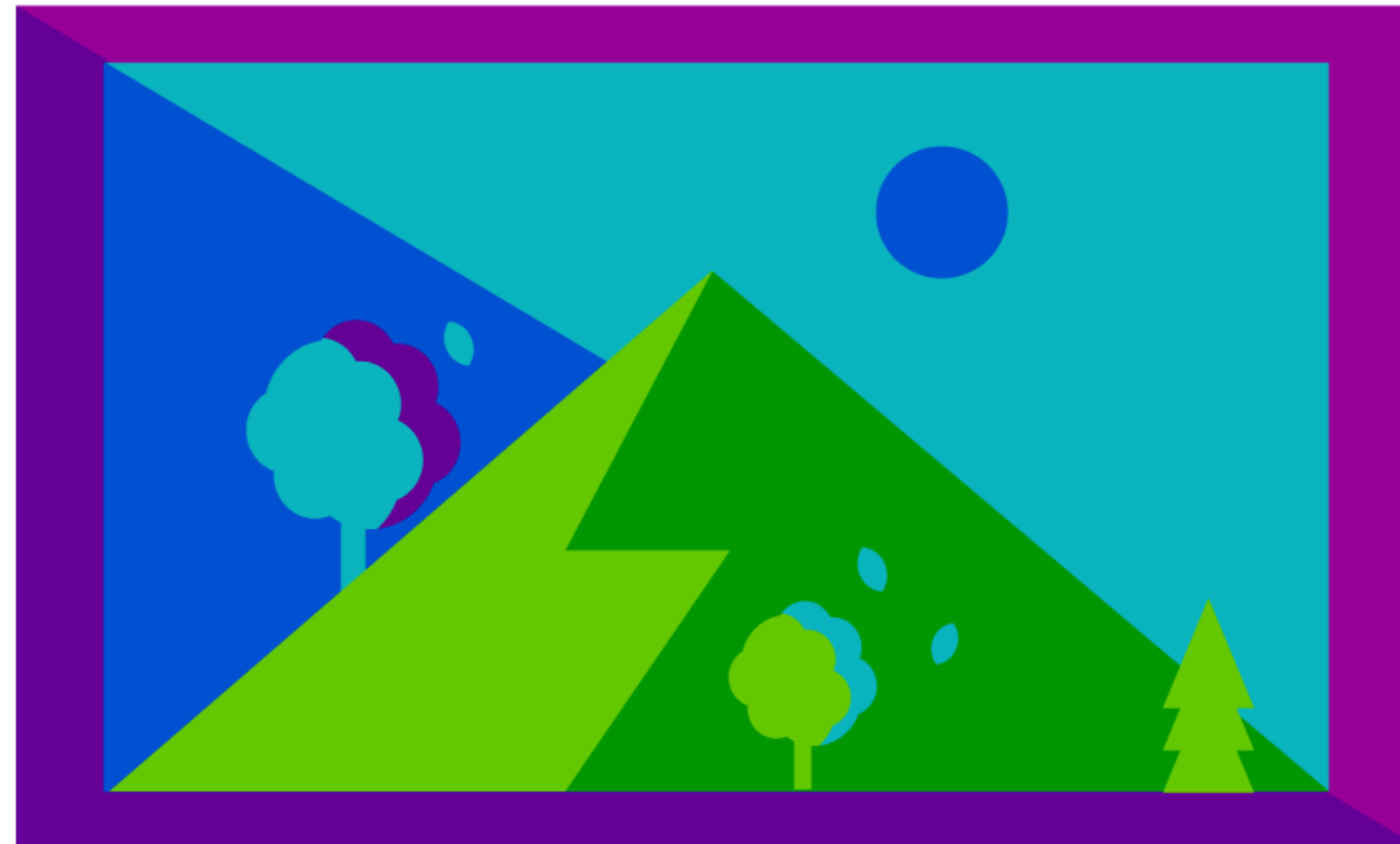
Source





Cool Colors

On the opposite side are the cool colors: the greens, blues and violets:



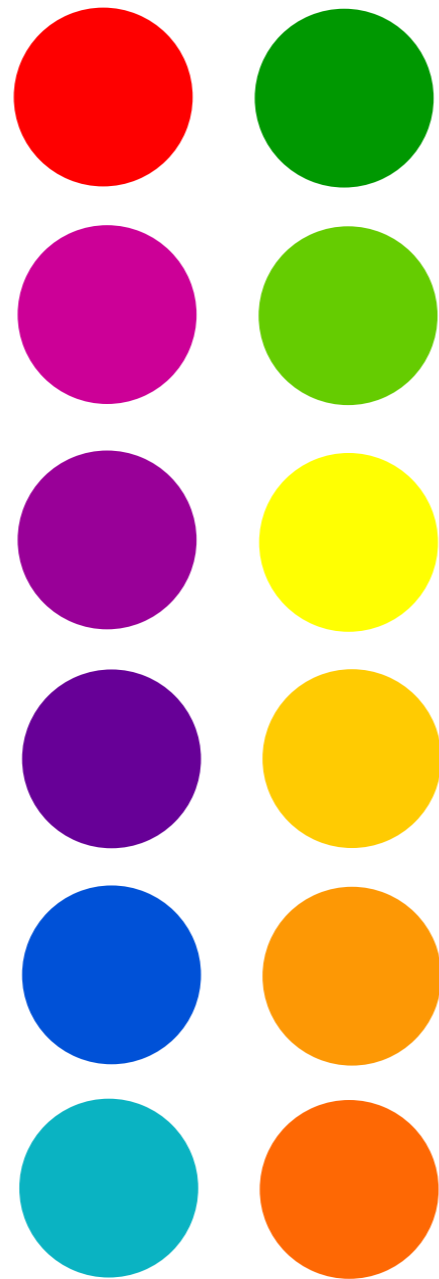
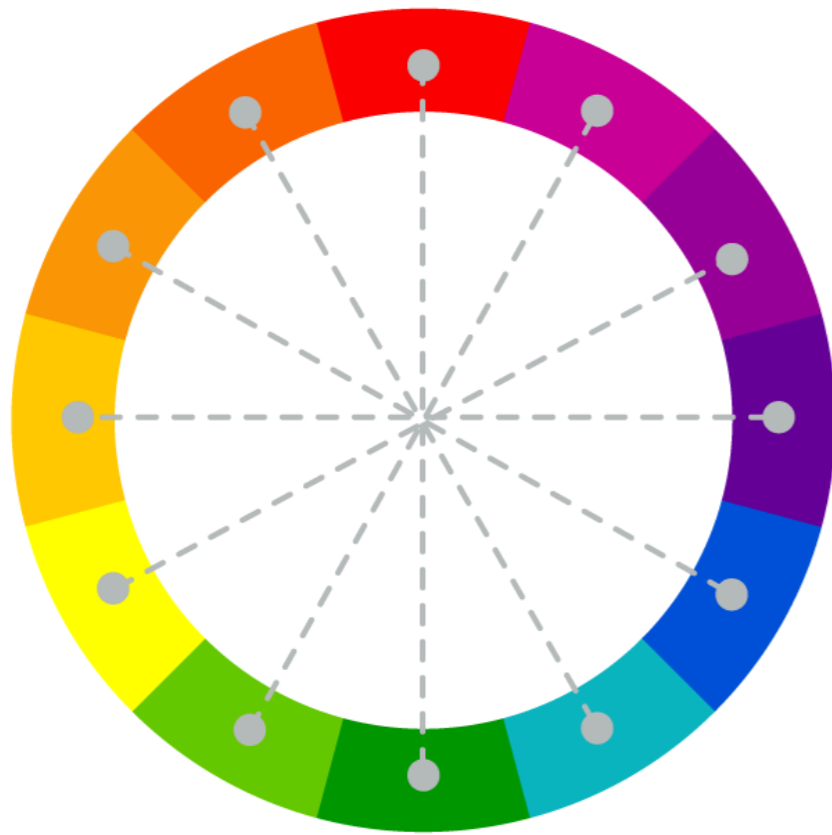
Source





Complementary Colors

To create complementary color combinations, you must select two colors that sit opposite each other—such as a warm color like orange and a cool color like blue:



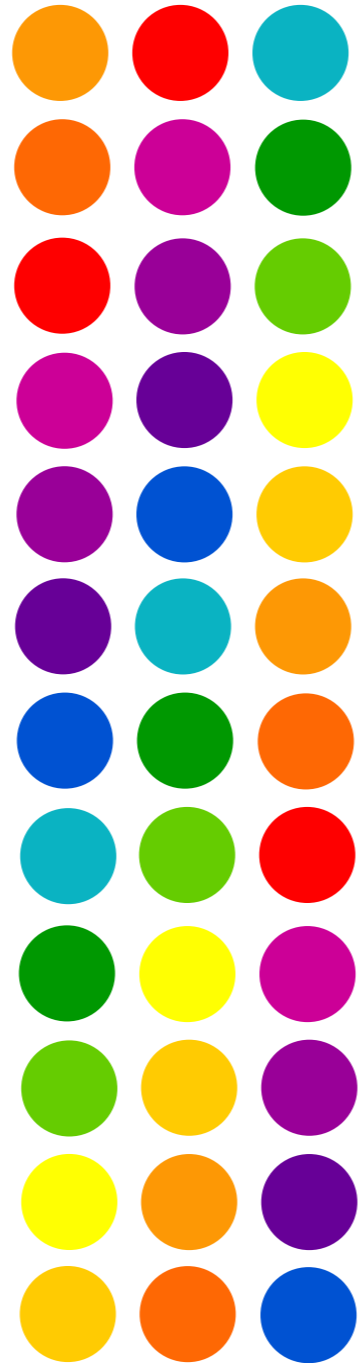
Examples of Complementary Colors



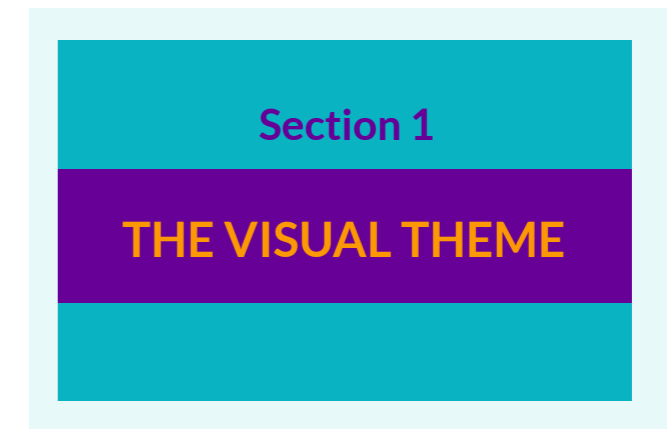
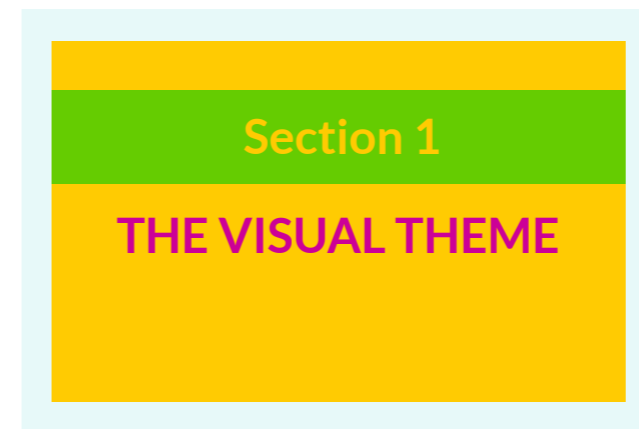
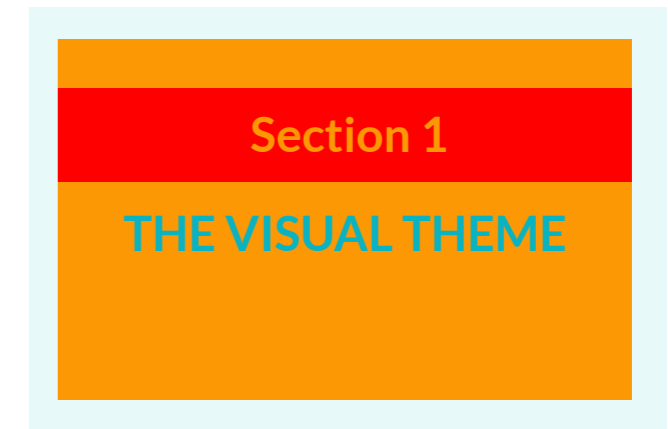
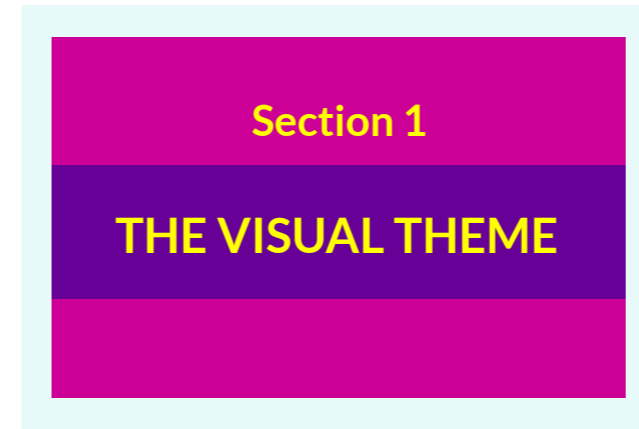


Split Complementary Colors

To create complementary color combinations, you must select two colors that sit opposite each other, such as a warm color like orange and a cool color like blue:



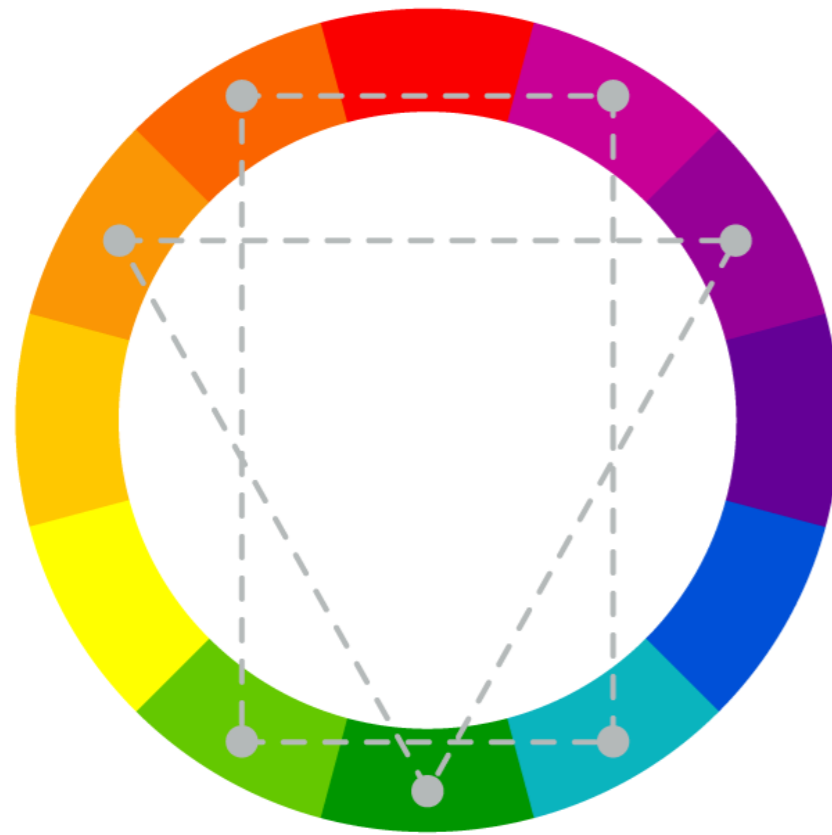
Examples of Split Complementary Colors



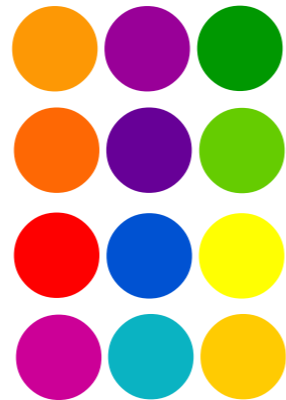


Triads and Tetradic Color Combinations

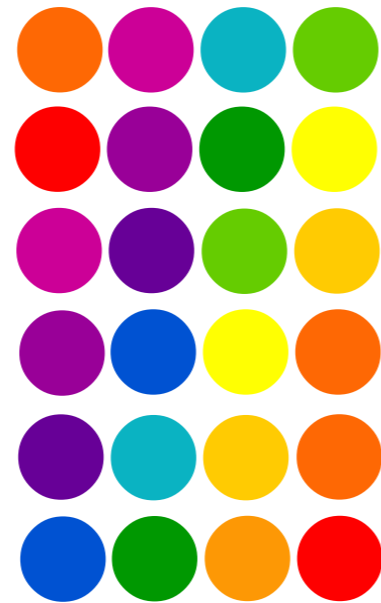
These color schemes use geometric shapes to choose and combine three or four different hues from the color wheel:



Triads



Tetradic



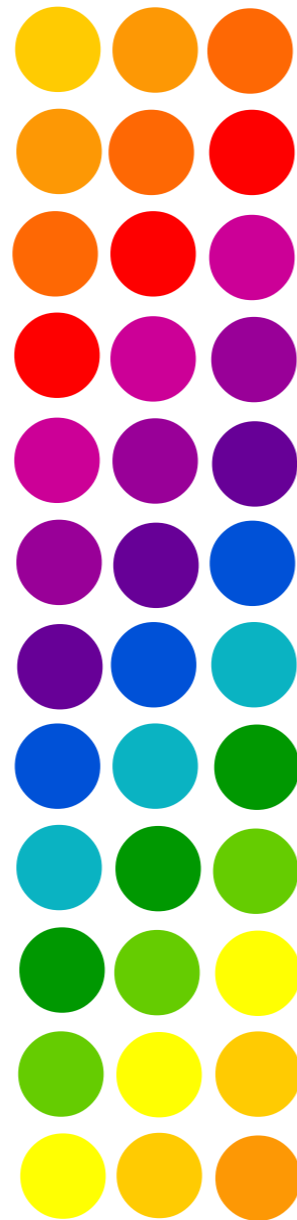
Examples of Triad Colors





Analogous Colors

These colors sit next to each other on the color wheel:



Examples of Analogous Colors

The Visual Theme

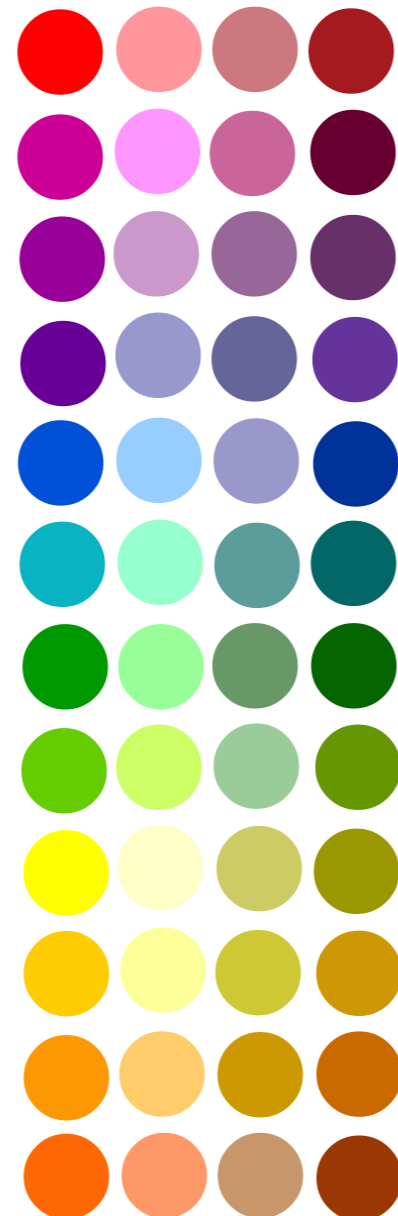
- 1 Choose Colors
- 2 Create a Metaphor
- 3 Select Fonts





Monochromatic Colors:

This type of color combination is made up of different tints, tones and shades of the same hue:



Examples of Monochromatic Colors

