

# THE POWER OF COLOR



## SPIN THE COLOR WHEEL

Divided into 12 sections, the classic color wheel can provide inspiration for many color combinations. Utilizing the wheel as a guide, there are several categories of color schemes.

### MONOCHROMATIC

Uses varying shades of the same color.



### ANALOGOUS

Comprised of colors immediately adjacent on the wheel.

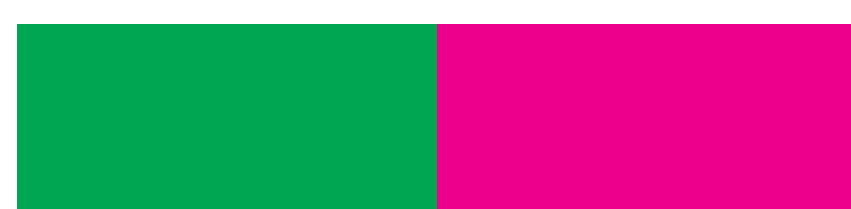


OR



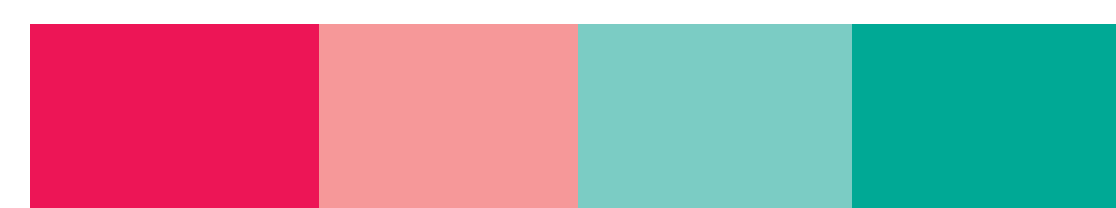
### COMPLEMENTARY

Utilizes opposites on the color wheel to provide maximum contrast.



### DOUBLE COMPLEMENTARY

Combines two variations of a color family that are opposites on the wheel.



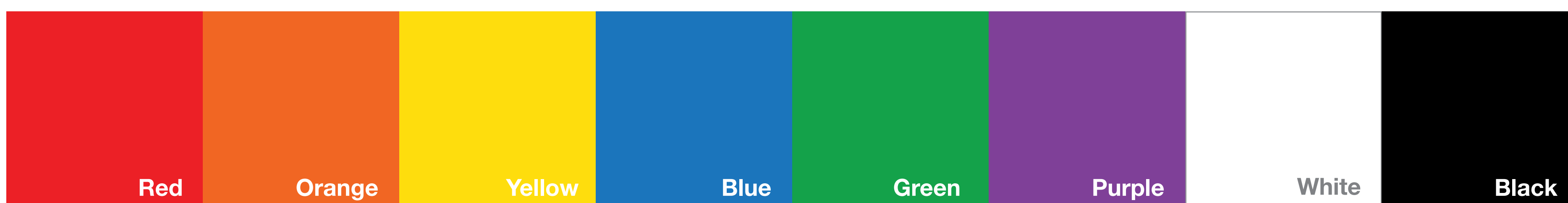
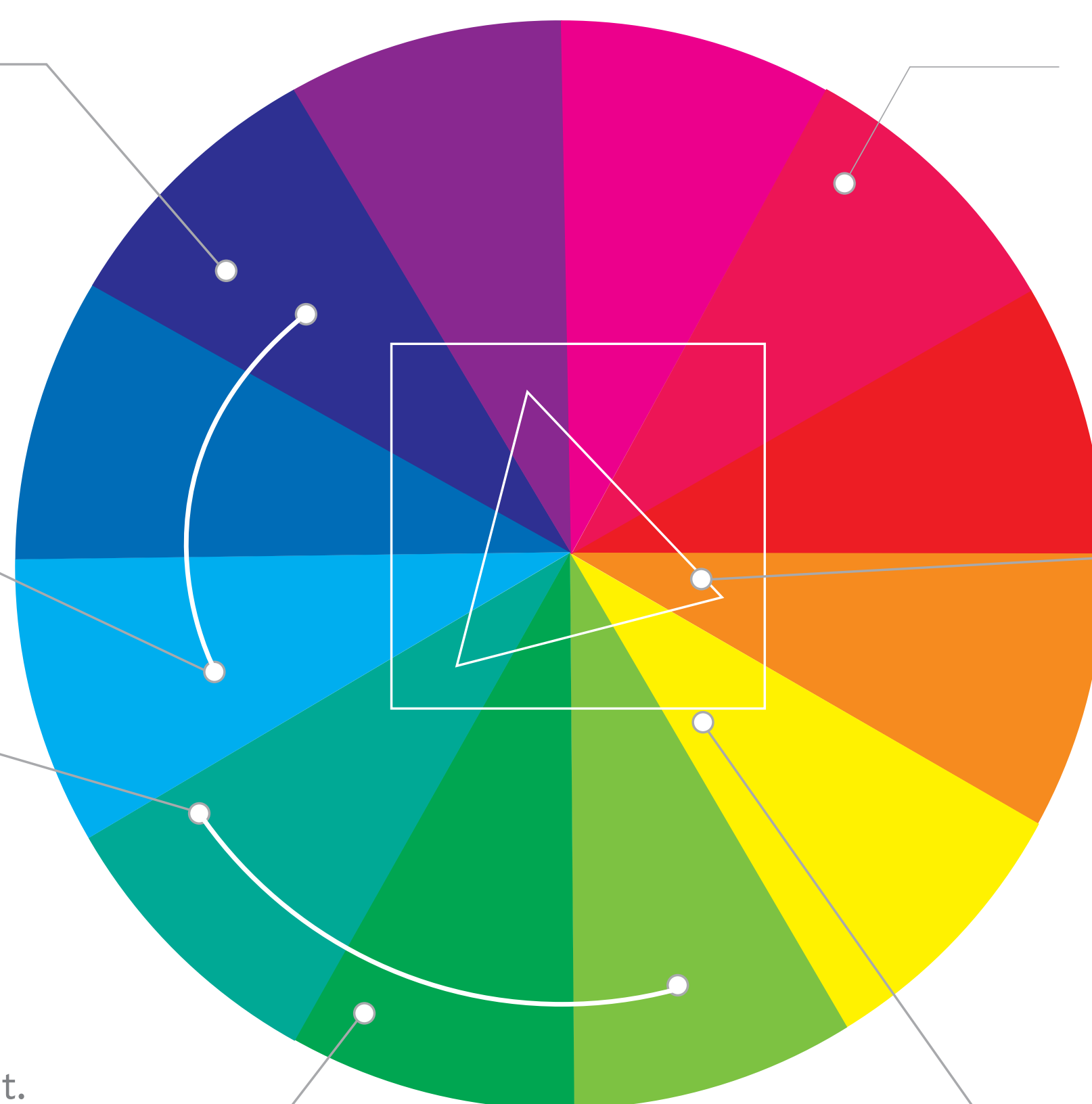
### TRIAD

A scheme that employs three colors equidistant on the wheel.



### TETRADS

Includes four colors equidistant on the wheel that are actually two diverse complementary pairs.



Exciting  
Energizing  
Hot  
Powerful

Fun  
Whimsical  
Happy  
Glowing

Sunshine  
Illuminating  
Joyful  
Lively

Tranquil  
Cool  
Dependable  
Classic

Fresh  
Natural  
Restful  
Harmony

Mysterious  
Enchanting  
Spiritual  
Royal

Pure  
Innocent  
Bright  
Simplicity

Strong  
Elegant  
Sophisticated  
Basic



**COLOR MEANINGS:** To select the best color to convey your theme or message, consider the words frequently associated with specific shades.

