Colour

an introduction
Colour is...

...a powerful tool

...tied to religious, cultural, political and social influences
It Affects Mood
It Can Communicate
It Has Cultural Significance
It Has Political Associations
Religion can also be linked to colour
Primary Colours
Secondary Colours
primary colours + secondary colours = Tertiary Colours
Complementary Colours are opposites on a colour wheel.
Complementary Colours can create harmony.
Analogous Colours
are groups of 3 colours.
Cool Colours
Warm Colours
Tints and Shades
+ white

+ black
Colour Meanings
RED
dynamic
vital
romantic
commanding
alert
rebellious
joyful
visible
hot
fun
technical
depth
free
educated
protective
lonely
peaceful
cold
authoritative
intelligent
artistic
aloof
luxurious
royal
vain
fantastic
melancholic
feminine
fragrant
solemn

PURPLE
Resources

Colour Matters
http://www.colormatters.com/colortheory.html

Colour in Motion
http://www.mariaclaudiacortes.com/colors/Colors.swf

How Colour Communicates Meaning by Rob Mills
http://carsonified.com/blog/design/color/how-colour-communicates-meaning/